FEB. 25, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

"tell me who your friends are..."

THAT OLD BROMIDE, "Tell me who your friends are and I'll tell you what you are," may be a bit sticky. But it goes pretty forcibly for a product or service and where and how it's sold.

Here at WOR, you can pick the kind of personality that will give added prestige and standing to the thing you have to sell. WOR has a kind of genius for picking and developing people who up the ante for anything among listeners and the trade.

For instance—Here is a pretty testimonial (unsolicited) from a maker of ice cream:

"Because the WOR personality who sells our product is a leading authority in his field, we are getting just the type of audience we want. There has also been a marked increase in the general reputation of our product as a result of the WOR program... among dealers in particular."

WOR can do just as much in the way of prestige and sales for your product or service, too. For fast facts, write...

—that power-full station WOR

at 1440 Broadway, in New York

mutual

This is the

ERIC BERGGREN Family

of Muskegon, Michigan

● Eric Berggren is an office employe at the big Continental Aviation Corporation plant in Muskegon, Michigan – he lives with his wife and two blonde daughters in a comfortable white house at 2122 Harrison Avenue in Muskegon.

Eric has been a WLS listener nearly a quarter of a century – the whole family finds it answers most of their radio needs. Our staff pastor, Dr. John W. Holland, is one of the Berggren favorites with his "Little Brown Church of the Air." Another, especially with Bethel and Jean, is "Little Genevieve," comic character on the WLS National Barn Dance. The Berggrens prefer the WLS straightforward news reporting and they like most of all the warm, friendly voices that talk to them over 890 kilocycles.

It is for this home and family . . . and all the homes and families like them in the Middle West, that WLS plans every program, whether entertainment or service. This constant focus on the family group has made for a vast body of loyal, dependable listeners . . . the kind whose million letters a year provide such conclusive evidence of sound advertising results.

Jean and Bethel with trumpet and saxophone. (Every member of the family plays one or more instruments.)

The Berggren family of Muskegon: Jean, nearly 9; Mrs. Berggren, Eric, and 12-year-old Bethel.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.

Fair and warmer

In fair weather, Philadelphians get busy outdoors—with niblick or racket, bat and ball, reel and rod . . . the ubiquitous picnic basket. And the weather is ever an important question.

WPEN supplies the answer. Daily, *every hour* from 6 a.m., WPEN gives the latest weather report and prediction. It's a service Philadelphians appreciate.

For news, too . . . for sports and music and special events . . . for what they want when they want it—more and more Philadelphians are turning to WPEN. More and more advertisers are finding WPEN a golden key to America's third city. That's easy to understand because . . .

It's *always fair weather* at 950 on the dial.

950
WPEN
PHILADELPHIA

NATIONAL REPRESENTATIVES
HEADLEY-REED COMPANY
New York • Chicago • Detroit • Atlanta
San Francisco • Los Angeles

THE EVENING BULLETIN STATION

blished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

INFLUX of new stations in basic markets having repercussions in network affiliation renewal discussions. Networks are in stronger bargaining position with other outlets available, notably in regional class, and, according to some affiliates, are tougher in their dealings.

BMB, which has weathered its first storm, may become international in character. Canadian broadcasters, who set up Bureau of Broadcast Measurement (BBM) year before BMB's advent, are talking fusion, which may jell at CAB convention at Jasper National Park in June. Hugh Feltis, BMB president, will attend.

IN TOO good to be true department are recurring reports that FCC Comr. Clifford J. Durr, New Dealer plus, will take professorship at Yale Law School prior to expiration of his term in June, 1948.

THREE manufacturers whose plans weren't disclosed to RMA in FM survey reported to be coming out this summer with low-cost table models in $30-$50 range. Fourth to market $25 FM tuner to attach to AM-only sets.

SWIFT & Co. (packers) through J. Walter Thompson Co., Chicago, reported considering sponsorship of *Archie Andrews*, 9:30-10 a.m. (CST) on NBC.

BEHIND State Dept. scene there is quiet rejoicing over public opinion reaction to report Congress will eliminate "Voice of America." Senate known to be kinder and Government information people relying on development of public support to swing Senate in their favor. Look for public opinion poll "remarkably favorable" next week, showing man-on-street reaction to "Voice of America."

SIGNS beginning to appear that all isn't serene between NAB and FMA. Competitive scramble for FM station membership may develop. FMA, organized as promotion operation, is finding itself involved in many trade association functions. New FM operators, in some cases, can't afford to join both groups.

REPORT current in Philadelphia that *Evening Bulletin* will resume publication of *Camden Courier-Post* if papers are not sold within week. *Bulletin* acquired Camden papers along with *Record* and WCAU from J. David Stern, who decided to sell after last winter's Newspaper Guild strike. Camden at present has no regular daily newspaper. *Bulletin* negotiating also for sale of WPEN, so it can assume ownership of 50,000 w WCAU, now awaiting FCC action.

OBSERVERS wonder whether it's coincidence that recent turnout of FCC decisions on long-pending cases comes so close to date Commission will appear before House Independent Of-

(*Continued on page 90*)

Upcoming

April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.

April 29: RMA Advertising Subcommittee and NAB Sales Managers Executive Subcommittee, Fred Eldean Offices, New York.

April 29-May 1: Annual Meeting, U. S. Chamber of Commerce, Hotel Statler, Washington.

April 30: RMA Advertising Committee, Hotel Roosevelt, New York.

April 30: Florida Assn. of Broadcasters meeting, Tutwiler Hotel, Birmingham, Ala.

April 30-May 1: Radio Farm Directors meeting, Dept. of Agriculture, Washington.

May 1-2: NAB Area F Meeting (Districts 5, 6), Tutwiler Hotel, Birmingham, Ala.

May 2-5: Ohio State U. Institute for Education by Radio, Columbus.

(Other Upcomings page 80)

Bulletins

ABC announced Friday addition of one affiliate and switching of another in West Virginia, bringing total number of network stations to 251. Effective June 15 WKWK Wheeling, W. Va., now CBS, replacing WWVA Wheeling which joins CBS. WCOM Parkersburg, W. Va., now under construction, joins ABC July 15.

ARRIVAL OF MEXICAN President Miguel Aleman next Tuesday at National Airport in Capital to be fully covered by television and radio. Mobile equipment will follow pair of Presidents from airport to White House to present visual coverage of ceremonies.

COMMUNIST PARTY of U. S. intends to buy radio time as part of campaign to "combat the attacks leveled at the party," spokesman at party's New York headquarters said Friday. Quarter-million-dollar war chest raised to buy radio time and newspaper space.

SECRETARY OF STATE George C. Marshall will report to the nation by radio Monday on progress of the recently concluded Big Four meeting in Moscow. All four major networks will carry at 8:30-9 p.m., EST.

FEUDERS INVITED

PARTICIPANTS in NBC feud with Fred Allen, Bob Hope and Red Skelton invited to take part in special broadcast of *Your Right to Say It*, on WGN Chicago. Invited from NBC were three v-ps, Clarence L. Menser, John F. Royal and A. L. Ashby. Station would offer program to Mutual. (Early story page 20).

Business Briefly

RELIGIOUS CHANGE ● Bible Institute Los Angeles, discontinues weekly half-hour on 180 MBS stations after May 11 broadcast for 26 stations of United-Pacific network thrice-weekly with half-hour starting May 13. Group will alternate with Good Ship Grace Line's *Haven of Rest* on 40 United-Pacific stations. In fall, Bible Institute spots transcribed version West Coast program on stations in other areas. Agency, Broadcast Adv., Los Angeles.

PABST SUBSTITUTE ● Pabst Sales Co., Chicago, replaces *Eddie Cantor Show* on NBC Thurs., 10:30-11 p.m., for summer with Composer-Conductor David Rose and Georgia Gibbs, June 26 through Sept. 25. Agency, Warwick & Legler, N. Y.

FITCH FILL-IN ● Summer replacement for F. W. Fitch Co. NBC *Fitch Bandwagon* Sun. 7:30-8 p.m. will be *Rogues Gallery* beginning June 8 through Oct. 5. Will star Barry Sullivan. Agency, L. W. Ramsey Adv., Davenport, Ia.

TV SPORTS IN CHICAGO ● Keeley Brewing Co., Chicago, through Malcolm Howard Agency, Chicago, signed 13-week contract with WBKB Chicago for telecasting of two wrestling and one boxing match per week. Station to televise Chicago Rockets pro football games next fall.

DISCS FOR DEALERS ● American Brakeshoe Co. offering 18 transcribed spot announcements free to all jobbers and dealers as part of merchandising campaign. Spots are 45-second open-end allowing 15-second tie-in by local jobber.

BOOK CAMPAIGN ● Veterans Historical Book Service, Phila., names Videor Enterprises, that city, to handle campaign for pictorial history of war to be distributed through Veterans of Foreign Wars. Radio to be used.

BROKER ON TV ● Bache & Co., Wall Street firm, April 25 started television financial news direct from INS ticker to WABD New York camera, Mon.-Fri. 1-1:05 p.m. Placed direct.

P&G BREAKS ● Procter & Gamble Co. (Spic and Span) orders three weekly station breaks on WMAQ Chicago, one live spot weekly on WBBM Chicago as part of national 36-week contest. Agency, Dancer-Fitzgerald-Sample.

FREE 'GUARD' TIME PROTESTED

W. L. GLEESON, KPRO Riverside, Calif. president, protested to Maj. Gen. Butler B. Miltonberger, Chief, National Guard Bureau, "inequity" of system whereby nation's radio stations give free time to same recruiting material for which newspapers, magazines are paid. He said radio's competitive media should be asked to advertise recruiting gratis; if they refuse, radio should be paid for time.

Reading from left to right:

E. K. (JOE) HARTENBOWER—General Manager of KCMO. Formerly Sales Manager of Central Division of ABC, he's one of the big reasons for KCMO's present success.

C. E. BREAZEAL—Efficient Assistant Manager. With KCMO since 1938, his efforts have been devoted to keeping things running smoothly at KCMO.

SID TREMBLE—KCMO Program Director. Ten years of programming, production and announcing are back of his outstanding KCMO programs.

KEN HEADY—KCMO Production Director. Former Overseas Production Director for the American Forces Network, his talent and experience contribute much to KCMO programming.

KARL TROEGLEN—KCMO Technical Director. His 20 years' experience in radio engineering serves well in his job as supervisor of construction on KCMO's 50,000 Watt transmitter.

C. E. MORRILL—Manager of Local Sales for KCMO. He has a long record of advertising success including newspaper and outdoor experience.

F. C. STRAWN—KCMO Promotion Director. Came to KCMO in 1944 after spending 8 years in sales and promotion of the staff of life—bread. His proficiency is equalled only by his originality.

Power alone isn't enough! It takes an efficient, talented organization to make a radio station successful. And every member of the KCMO staff is a specialist in his line, all set and ready to go—with new ideas for promotion and programming in keeping with KCMO's increased power—50,000 Watts Daytime, 10,000 Watts Night (now under construction)—the most powerful station in Mid-America.

KCMO - Kansas City, Missouri - Basic ABC for Mid-America. National Representative, John E. Pearson

Service-
Performance-
Results!

It's the BIGGEST MARKET between Denver and Chicago, Kansas City and Minneapolis! And it's all yours effectively, economically through KOIL . . . . the station that makes the most of your time dollar in the Omaha—Council Bluffs area.

On KOIL you're buying no waste coverage in Timbuctoo . . . . KOIL serves a concentrated market made up of loyal responsive listeners. Take advantage of KOIL's service, performance, results at low listener cost! Call Petry today!

CHARLES T. STUART
President & Exec. Director
Ex. Offices—Stuart Bldg., Lincoln, Nebr.

EDWARD PETRY & CO., INC.
National Representatives

W. J. NEWENS
Station Manager

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg. Washington 4, D. C. Telephone: ME 1022

IN THIS ISSUE . . .

FCC May Alter Clear Channel Tactics 13
Radio-Newspaper Combine Trend Grows 13
Texas Broadcasters Report Boom 14
AP to Raise Its Radio Service Fees 14
ABC Plans Whiteman Record Show 14
Rembert to Head NAB District 13 15
Lauds Radio's Texas Disaster Role 15
Expect White Radio Bill in Three Weeks 16
WBAL-Blue Book Fight Back in District Court 16
Debate Opens on Senate Labor Bill 16
Truman Praises Advertising's Service 17
Ad Council Aids American Freedom Drive 17
Radio Public Relations Search Aided 18
FCC Denies WORL Boston Renewal 18
How Lanham Act Will Affect Radio
By Sherman R. Barnett 30
Human Engineering Key to Labor Policy
By Richard P. Doherty 36
Some Plain Talk About Facsimile
By Milton Alden 42
TV Show Received at 80-Mile Range 82

DEPARTMENTS

Agencies	54	Our Respects to	48
Allied Arts	50	Production	52
Commercial	44	Programs	60
Editorial	48	Promotion	62
FCC Actions	64	Sid Hix	14
Management	44	Sponsors	58
Network Accounts	58	Technical	56
News	56	Upcoming	80

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

ART KING, *Managing Editor*
J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Irving Marder, Mary Zurhorst; EDITORIAL ASSISTANTS: Jocelyn Brown, Grace Hargrove, Marie Palmer, Frances Tymann.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadl, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Joseph M. Sitrick, Patricia Ryden. **Bruce Robertson**, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4118
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

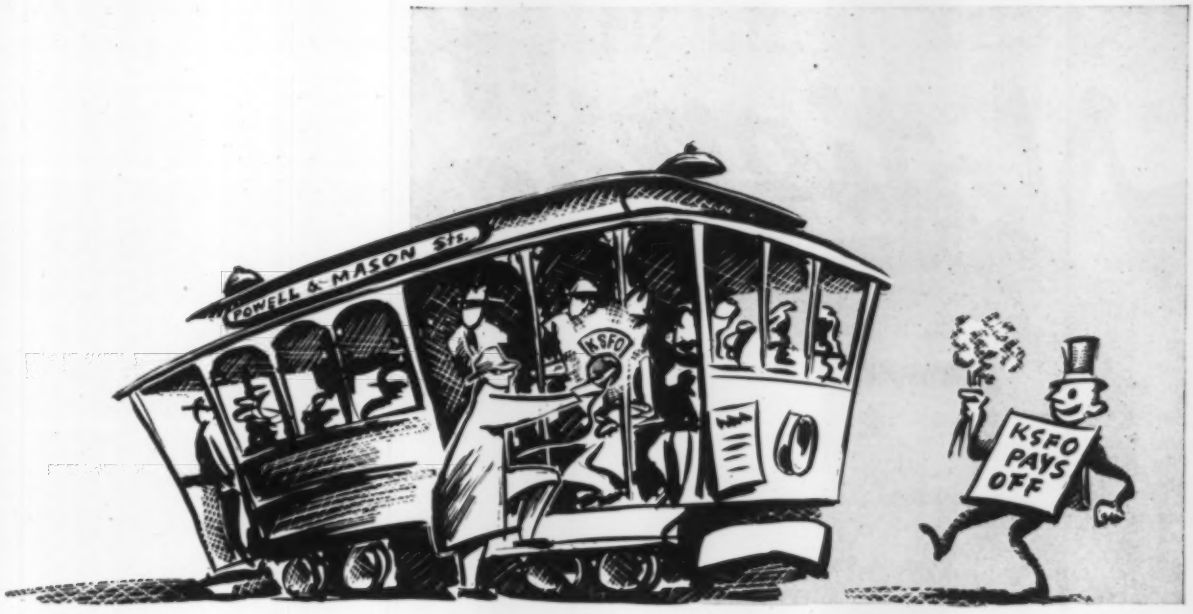
TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING ® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING ®—The News Magazine of the Fifth Estate. Broadcast Advertising ® was acquired in 1932 and Broadcast Reporter in 1933.
® Reg. U. S. Pat. Office

Copyright 1947 by Broadcasting Publications, Inc.

SUBSCRIPTION PRICE: $5.00 PER YEAR, 20¢ PER COPY



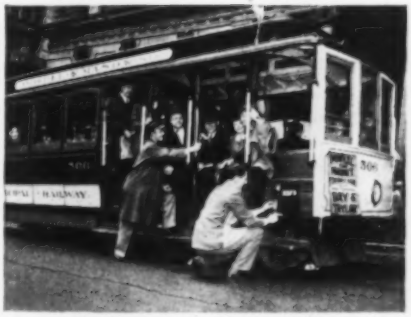
Junk 'em or save 'em...

WHAT DO YOU THINK?

● There's a hot controversy in the old town tonight! Northern Californians are lined solidly on one side or the other of the question: "What'll we do about San Francisco's cable cars?" And, as usual, KSFO's in the fight clear up to its transmitter; keeping folks up to date, reporting both sides of the issue.

This is traditional KSFO policy; do a thorough job of public interest broadcasting, whether it means tackling a cable car downtown or sending a program crew to the far reaches of the globe to keep Northern Californians fully informed. Even our preponderance of musical programs are rated as "public interest" by the American Association of University Women in their recommendations for better listening.

To KSFO advertisers, this means a valuable *plus*. It means a huge block of appreciative, consistent listeners who dial to KSFO's 560 as naturally as they walk into their own living rooms... and this ever increasing loyal audience belongs to the advertiser as a bonus.



The nationally interesting cable car controversy is carried to the public by the KSFO mike... direct from a cable car at Powell and Market.

560 KSFO

SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales,
New York, Chicago, Los Angeles, Seattle

URS

Nation-Wide Coverage

** Also sold with electrical clock replacing News Features.*

Merchandise your accounts with the combination Movie-Film & Illustrated News Picture Display! No individual exchange announcements required! No cost to stations in either time or money! Newest and most effective way to continually, . . . 24 hours a day, . . . constantly keep your station promotion before the eyes of the public! Copy may be changed at will! Number of displays placed in any station area subject to discretion of station management!

The combination Movie-Film & News Picture Display is 28 in. long & 16 in. high, beautifully finished. The illuminated Movie-Film (illustrated in above cut where it reads "WFIN is tops in programs") constantly moves with 180 letters in seven colors continually calling your message to the attention of the public. Film copy can be changed at will. Equipment is electrically operated & practically foolproof. Sold by bonded salesmen, serviced by bonded engineers!

For detailed information & coverage reservation, write, wire or phone

ALLAN H. MILLER, Inc.

SUITE 308 BELL BUILDING, TOLEDO, O. PHONE: GARFIELD: 8603-8604

WNEB'S MAKING HOOPER HISTORY!

HERE'S HOW WE LOOKED AFTER OUR FIRST 6 WEEKS OF OPERATION:

HOOPER STATION LISTENING INDEX

City: Worcester, Mass. Months: December 1946-January 1947

SHARE OF AUDIENCE

Index	WNEB	Station B	Station C	Station D	Station E
8:00 A.M.–12:00 Noon Monday thru Friday	**11.5***	38.3	29.3	15.0	6.8
12:00 Noon-6:00 P.M. Monday thru Friday	**24.3***	48.3	12.8	9.6	11.3
6:00 P.M.–10:00 P.M. Sunday thru Saturday	**11.8***	50.3	12.9	13.9	13.5
12:00 Noon–6:00 P.M. Sunday Afternoon	**16.3***	36.7	22.6	18.9	7.3
8:00 A.M.–6:00 P.M. Saturday Daytime	**30.6***	41.0	15.7	9.1	4.8
Total Rated Time Periods	**16.4***	46.3	16.2	13.0	10.9

**** Adjusted to compensate for the fact that WNEB did not start broadcasting until December 16, 1946.***

As you see, we had jumped immediately into 2nd place. Some said this represented a curiosity audience. But look at us now!!!

City: Worcester, Mass. Months: February-March 1947

Index	WNEB	Station B	Station C	Station D	Station E
8:00 A.M.–12:00 Noon Monday thru Friday	**19.4**	27.6	28.3	15.6	7.0
12:00 Noon-6:00 P.M. Monday thru Friday	**28.6**	42.8	11.6	5.0	10.1
6:00 P.M.–10:00 P.M. Sunday thru Saturday	**14.2**	51.8	10.0	11.1	12.3
12:00 Noon–6:00 P.M. Sunday Afternoon	**22.2**	27.1	17.5	14.8	9.2
8:00 A.M.–6:00 P.M. Saturday Daytime	**41.0**	32.5	11.1	8.5	3.7
Total Rated Time Periods	**21.4**	42.5	14.0	10.2	10.0

That's what good block programming of music, news, sports and public service has earned for WNEB, Worcester's only independent station, competing with 4 networks rated in this rich, responsive market.

One more thing—compare our rates and see why WNEB is such a good advertising buy for time buyers who know the *new* picture in the Worcester market.

WNEB

WORCESTER NEW ENGLAND'S THIRD LARGEST CITY **MASSACHUSETTS**

Represented by: Adam J. Young Jr., Inc. and Kettell-Carter, Inc.

Remember the story about...

ST. GEORGE AND

THE DRAGON?

That dragon was an old time flame thrower. He breathed-out fumes so poisonous that men who fought him died. Many a brave knight fell by the wayside . . .Then along came St. George.

He killed the dreadful dragon . . . because he knew where to strike.

W-W-D-C has done a similar job for a lot of sales messages that seem to be dying from something poisonous. W-W-D-C knows how to strike out . . . and clear the road. A lot of time buyers have found that out. How about your tough sales problem? Put W-W-D-C to work on it . . . for results.

Keep your eye on

WWDC

IN WASHINGTON, D. C.

AM and FM

Represented Nationally by

FORJOE & COMPANY

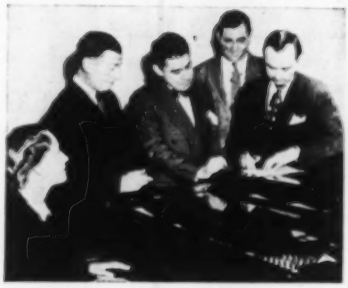
Feature of the Week

RUTHRAUFF & RYAN, New York, has purchased time on the New York FM Station WABF for the Baldwin Piano Co. for live piano recitals by Sari Biro. It is claimed to be the first such contract purchased by a leading national agency for FM in the metropolitan area.

According to Ira A. Hirschmann, president of WABF, the Baldwin account "signals the beginning of agency recognition of the manifold advantages of staticless and true fidelity FM over the narrow limits imposed by AM broadcasting."

The faithful reproduction of FM was cited by Harold Morse, eastern manager of the Baldwin Piano Co. "After exhaustive study of the demonstrated possibilities of frequency modulation," he said, "we are convinced that only FM can faithfully reproduce the complete sound cycle of the piano. The piano, with its wide range of dynamics, has suffered more than any other instrument through the limitations of AM broadcasting. We are proud to become a pioneer in FM sponsorship in the metropolitan area."

The Biro recitals started April 15. Another live music series began on WABF March 11, based on viola and piano literature.



HARMONIOUS agreement is reached by agency, station, sponsor and talent for the Baldwin piano series on WABF. Participating are (l to r): Sari Biro, pianist; Harold Morse, of Baldwin; Ira Hirschmann, WABF president; John Ortez, Miss Biro's manager; E. L. McDonald, Ruthrauff & Ryan account executive.

Among other advertisers who have sponsored programs over WABF are: Dynamic Electronics, Haynes-Griffin Music Shop, London Gramaphone, Corday Perfumes, Lektron Corp., Sherry Wine and Spirits Co., Alan Berry Ltd., Freed-Eisemann Radio, Zenith Radio, Bloomingdales and Abraham & Strauss department stores.

Sellers of Sales

A DESIRE to see what lies just beyond the horizon has led John Leo Akerman, of WBBM's sales force, into a lot of strange places and a number of interesting jobs, none of which would he trade for his present position.

Ever since leaving the U. of Alabama in 1921, John's rolling stone has been gathering its share of negotiable moss. He has sold real estate in Florida, published newspapers in Alabama and California, dabbled in Democratic politics, served as a foreign correspondent in Central America. But his real vocation is selling, largely because it means meeting people. John is as gregarious as an Elk at a smoker.

JOHN

Some of WBBM's biggest local accounts are carried in John's briefcase, including *Melody Lane* for Weiboldt's Department Store and *The Whistler* for Peter Hand Brewing Co.

Although born in Birmingham, Ala., in 1902, John is far from being a professional Southerner. His migratory career began too early for that. Until joining WBBM in 1942 as an aftermath of the NAB convention, John worked for many years in California where he owned and published weekly newspapers and broke into radio. He was one of the organizers and served as commercial manager of KPAS Pasadena before it became KXLA.

Although he had no intention of remaining in Chicago he cashed his return ticket to California after seeing the greater opportunities for selling in the midwest. Since WBBM pays commission on talent only, he has had more than a listener's interest in the kind of local shows he had to offer. His talent billing alone runs into six figures, and has contributed to the station's reputation for having more talent under exclusive contract than any other Chicago station.

Besides selling, his other interests are fishing and poker, both of which he is able to cultivate as a bachelor. Although he now considers his rolling stone days at an end, some of his friends have been known to suggest he might enjoy a change of climate, especially after sitting in on an all night card game.

A STEINMAN STATION

WDEL

Wilmington Delaware

Sells

5000 WATTS

Day and Night

Sales Representative

RADIO ADVERTISING COMPANY

New York • Chicago • San Francisco

Dallas • Hollywood

NBC AFFILIATE

ABC PACIFIC

gets 94.6% coverage yet costs Less than any other network on the Pacific Coast!

"PAT NOVAK FOR HIRE"
(Half-hour mystery)
SAYS DAILY VARIETY:
"We're passing along to you a tip on a bang-up mystery show that has the trade talking. It's a whodunit called Pat Novak."
MARCH HOOPER 6.7

1 A network of 31 strategically located West Coast Stations.

2 *No other network gets better coverage!* In eleven Metropolitan districts on the Pacific Coast are:

70.5% of population
*72.6% of retail sales**
73.5% of radio homes
*77.6% of Effective Buying Income**

ABC Pacific covers these and eight other Metropolitan markets *from within* — plus surrounding *outside* markets. Total coverage (primary areas):

94.6% of Coast daytime listeners
92.5% of nighttime listeners

*Sales Management Survey of Buying Power, May 10, 1946

3 One half hour evenings $972.00. Quarter-hour daytime strip (5 times per week) $280.00 (per broadcast)

The Sales Keys to America's 7 Great Markets...

SPOT SALES DIVISION

ABC American Broadcasting Company

NEW YORK 33 West 42nd St. | CHICAGO Civic Opera Bldg. | SAN FRANCISCO 155 Montgomery St. | LOS ANGELES 1440 Highland Ave. | DETROIT Stroh Bldg.

NO. 6—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

EFFICIENCY!

Far be it from us to think of ourselves as mechanized robots, creatures of split-second efficiencies—but do cast your eyes on Robert J. McNamara of our New York Office. He is operating the most efficient and ingenious system you ever saw—an F & P *Program* Control Index which shows, at a glance, all the available time, local programs (and a lot of station data) for every station we represent. It saves months of time, *every day*, both for you and for us.

EXCLUSIVE REPRESENTATIVES:

ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH	WBAP
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: 180 N. Michigan Franklin 6373 | NEW YORK: 444 Madison Ave. Plaza 5-4130 | DETROIT: 3463 Penobscot Bldg. Cadillac 4255 | SAN FRANCISCO: 58 Sutter Sutter 4353 | HOLLYWOOD: 6331 Hollywood Hollywood 2151 | ATLANTA: 322 Palmer Bldg. Main 5667

BROADCASTING
TELECASTING

VOL. 32, NO. 17 WASHINGTON, D. C., APRIL 28, 1947 $5.00 A YEAR—20c A COPY

FCC May Alter Clear Channel Tactics

Court Stays Grant For Day Use Of 1-B Channel

By RUFUS CRATER

A STAY ORDER against FCC's non-hearing grant for a 10-kw daytime station in Philadelphia on the Class 1-B clear channel used by WCKY Cincinnati was handed down by the U. S. Court of Appeals for the District of Columbia last week.

The order, coming at a time when the Commission appeared for the first time to be inclined to modify its heretofore adamant policy of licensing daytimers on clear channels [CLOSED CIRCUIT, April 21], stayed effectiveness of the 11-month-old grant to Patrick Joseph Stanton for 10-kw daytime use of 1530 kc "pending final disposition of this appeal or further order of the court."

The case was heard by Associate Justices Harold M. Stephens, Bennett Champ Clark, and Wilbur K. Miller. The stay order was dated April 18 and received by participants last Monday. FCC on Thursday announced it had stayed effectiveness of the Stanton grant in compliance with the Court order.

Mr. Stanton estimated in an affidavit to the Court that he had spent approximately $26,000 on construction of the station and that construction would be completed and the station ready to begin operation by about April 30.

The WCKY-FCC-Stanton dispute differed in some respects from the continuing fight put up by individual 1-A clear channel stations and the Clear Channel Broadcasting Service against what they regard as indiscriminate daytime grants on clear channel frequencies.

But there was growing belief that FCC might soon make a policy declaration revising its position on daytime clear channel licensing. Supporting this belief was the fact that FCC has not granted any daytimers on Class 1-A clears for approximately a month, nor on Class 1-B's in about three weeks.

Whether by coincidence or otherwise, the absence of such grants dates to approximately the time when the Court of Appeals heard the first protest against FCC's clear channel licensing policy—WJR Detroit's appeal from a daytime grant for use of 760 kc with 1 kw by Coastal Plains Broadcasting Co. at Tarboro, N. C. [BROADCASTING, March 17].

The Court has not yet issued a decision on the WJR appeal. In view of several similar pending appeals, some observers have felt the Court might delay its decision to cover all cases involving like circumstances.

The WJR case is based on a plea that it will receive substantial daytime skywave interference, which is not now recognized by FCC's Rules, and on contentions that the daytime grants prejudge the issues in the clear channel proceeding and make it difficult for 1-A's to go to 500 or 750 kw if such power is permitted as a result of the clear channel hearing.

Clear Channel Broadcasting Service has petitioned FCC for a year's investigation of daytime skywave and, in the meantime, for abandonment of the policy of licensing daytime outlets on Class 1-A's and 1-B's at least within 1,200 miles of the dominant stations [BROADCASTING, March 3]. Any restatement of policy probably would come in action on this petition.

FCC's grant to Mr. Stanton on WCKY's 1-B channel was for 10 kw, whereas daytime grants on 1-A's have been largely for 250 w or 1 kw operation.

WCKY contended the Stanton application originally was set for hearing but then was removed from hearing and granted before WCKY could file the petition to intervene which it was entitled to submit. When filed, the petition was dismissed as moot "without regard to the fact that [it] had been filed within the time provided by the Commission's Rules."

Of FCC's claims that the Stanton grant would not result in interference to WCKY, the 50-kw Cincinnati station said:

> The Commission based its "opinion" upon certain theoretical standards which are not applicable to the interference problems involved in this proceeding. The Commission ignored a considerable amount of technical data regarding the propagation characteristics of appellant's station WCKY and of the frequency 1530 kc on which it operated. These data [compiled] by the Commission conclusively demonstrate that the proposed Stanton station . . . would cause objectionable interference to [WCKY].
>
> However, the Commission arbitrarily and capriciously chose to ignore the official data in its own files which related to the interference problems. Instead, it elected to refer to and rely upon a graph which was prepared in the year 1935 from data collected during the several years previous thereto. At the time the earlier measurements were taken, and in 1935 when the graph was prepared, the standard broadcast band

(Continued on page 75)

Radio-Paper Combine Trend Grows

Publishers Use Medium As Aid in Service To Community

THE TREND toward radio-newspaper combinations has been on the upswing ever since the FCC relaxed its investigation of newspaper ownership, according to William Dwight of the Holyoke, Mass., *Transcript-Telegram* and WHYN Holyoke.

Speaking at Tuesday's opening session of the American Newspaper Publishers' Assn.'s annual convention at the Waldorf-Astoria in New York, Mr. Dwight said that publishers feel they can give better community service with newspaper ownership of radio.

Approximately 300 papers were represented at the session, which was held for papers with less than 50,000 circulation. Twenty-five of the publishers present had opened stations in the last year, one had bought an existing station, and 15 planned to open stations in the next few months. Of the total, 19 have or will have FM in conjunction with their AM's, but none plans to operate FM alone.

All publishers with radio interests were looking forward to facsimile, according to Mr. Dwight. The feeling among them seemed to be that they did not want to be left out when the air gained popular usage.

The growing interest in facsimile was evidenced by the large attendance at the demonstrations sponsored by Radio Inventions Inc. and Finch Telecommunications Inc. The radio invention demonstration, presented in cooperation with the *Miami Herald* facsimile staff, included the preparation, scanning and recording of regularly scheduled editions of the facsimile newspaper in a Waldorf-Astoria suite. The *Herald* carried out a two-week demonstration last month in Miami, broadcasting an average of four hours a day over WOAM-FM to such varied audiences as high schools, luncheon clubs and public shows. Partially as a result of this experiment, the *Herald* and a group of other newspapers and stations have ordered equipment from General Electric, it was said.

Newspaper Gains

At Wednesday's session speakers stressed the gains made by newspapers in the past year. Alfred B. Stanford, national director of ANPA's Bureau of Advertising, said that contrary to expectations, newspaper circulations not only did not drop off with the end of the war, but they climbed to new highs.

Frank H. Meeker of Osborn, Scolaro, Meeker & Co., and president of the American Assn. of Newspaper Representatives, enlarged on Mr. Stanford's line of thought by pointing out that "some 69,000,000 lines of general advertising, not including automotive, had been added to newspapers since 1942—despite newsprint shortages, despite rising costs and consequent rising rates."

Comparing other forms of media to newspapers, Mr. Meeker said that magazine figures thus far in 1947 are not significantly better than last year's and show no signs of a favorable turn. As for radio, he declared, it is still a competitor, but "much of the bloom is fading from the radio rose." He said that stripped of much of the novelty that marked the earlier years of its development and faced with a return to sterner budgeting requirements, radio, for about the first time in its career, "finds the going tougher, finds the buyers rougher."

Still another speaker, William A. Thomson, administrative director of the Bureau of Advertising, added his praises of the records which newspapers were shattering. He said that newspapers national advertising in 1946 reached an all-time high of $270,000,000 while

(Continued on page 75)

Broadcasters in Texas Report Boom

Conferees in Houston See Increased Retail Sales Revenue

IN HOUSTON, where business is booming, broadcasters who attended the NAB 13th District Meeting (Texas) there last week felt assured about prospects for increased revenue from department stores and soft drink bottlers.

James Shand, assistant to the president of Joske's, San Antonio department store, which collaborated with the NAB and the National Retail Dry Goods Assn. in an all-out test of the efficacy of radio retail advertising, and A. H. Caperton, advertising director of Dr. Pepper Co., told the stories. They were strongly flanked by Monty Mann, vice president of Tracy-Locke Co., in charge of media.

Mr. Caperton, speaking as the representative of the American Assn. of Advertising Agencies in support of the Broadcast Measurement Bureau, as part of the panel presided over by Hugh Feltis, BMB president, attested to the good use his company already had made of BMB material. Dr. Pepper likes county basis figures because this fits into the company's licensing operations. He pointed out that 420 Dr. Pepper bottlers look to headquarters for guidance, and that with BMB "we can recommend campaigns to them intelligently."

Mr. Caperton hit home in observing that his company "would have had a lot more business over radio years ago if we had had BMB."

Mr. Mann, after citing continued AAAA endorsement of BMB, declared that as an agency time-buyer for 20 years, he thanked the industry for helping create BMB. He applauded the standardization brought about by BMB, and said that he felt the network coverage maps were not as good.

"If you broadcasters don't keep BMB alive (alluding to the current effort for a 1948 study) you don't have the vision I give you credit for."

Joske Campaign

Mr. Shand, pinchhitting for James H. Keenan, vice president of Joske's, outlined how that store used all of San Antonio's stations to reach particular audience levels in its radio "guinea pig" efforts in 1945. This "beamed program technique" was to have been used for one year but was subsequently extended and is still going on in San Antonio.

Joske's learned many lessons about radio in the course of the study. Thus the present schedule is not the same as it was in the beginning. In all, eleven programs are being used on San Antonio's five stations.

He mentioned a few conclusions that Joske's had reached as a result of the clinic during the last two years:

"We are firmly convinced that radio's value as an institutional medium is very great. For that reason some institutional copy was carried on every program, and, in some way, drawn in even to each spot announcement by paragraphs, or phrase, or implication. We know that our store signature, "Joske's of Texas, the Largest Store in the State, By the Alamo, San Antonio" has gained such wide publicity that it is practically a by-word in Texas and Mexico.

"We know, too, that every month since the inception of the Radio Clinic in January, 1945, we have beaten Federal Reserve figures without exception. While we are not generous enough to give radio all the credit for this exceptional showing, nevertheless we do believe it has played its part.

Expenditures for the Clinic in 1946 were slightly higher than in 1945 and will continue at the higher level this year. He estimated that radio amounted to about 20% of Joske's combined advertising expenditures.

GE Resumes in Fall

GENERAL ELECTRIC Co. (Lamp Division), Cleveland, will return to sponsorship of a radio program after a year's absence, when it starts sponsoring *Willie Piper* on ABC in September. *Willie Piper* is currently heard sustaining on ABC, Sundays, 7-7:30 p.m. opposite Jack Benny on NBC. The time period will be changed when the program goes commercial but it has not been set as yet. General Electric sponsored *The Hour of Charm* a year ago. BBDO, New York is the agency.

AP to Raise Its Radio Service Fees

THE INTENTION of the Associated Press to raise the fees paid by radio was revealed in a report made by AP President Robert McLean (*Philadelphia Bulletin* and WPEN) at the wire service's annual meeting at New York's Waldorf-Astoria last Monday.

Declaring that many AP members felt there was an inequity in the amounts paid by newspapers and radio stations, Mr. McLean said that although AP's assessment basis for radio now exceeds that of other news services it is the intention of the board to raise even higher the proportion paid by radio.

It was decided at last year's session to admit radio stations as associate members, but none has been admitted to date. One step has been taken in that direction, however, according to Mr. McLean, with the application of the newspaper formula to radio. This takes into consideration length of the line, cost, and population.

The admission of radio to associate membership status, it was pointed out, awaits the final determination of the necessarily complicated formula of assessments, a project which has been under consideration for nearly a year.

The report revealed further that during the year the use of AP news had been authorized for television and facsimile, but it was strictly experimental and involved no commitments.

Directors Named

Re-elected for three-year terms as directors were: Mr. McLean; George F. Booth of the Worcester, Mass., *Telegram* and WTAG; E. H. Butler of the *Buffalo Evening News* and WBEN, and Paul Patterson of the *Baltimore Sun*, which holds a television grant for WMAR and an FM CP for WASA.

Norman Chandler of the *Los Angeles Times* was elected a director to replace Frank B. Noyes, president of the *Washington Star* and one of the AP founders, who retired after 54 years' service. Mr. Chandler's paper holds a television grant. Josh L. Horne of the Rocky Mount, N. C., *Telegram* was re-elected a director for cities with less than 50,000 population. Mr. Horne has an AM CP and an FM conditional grant.

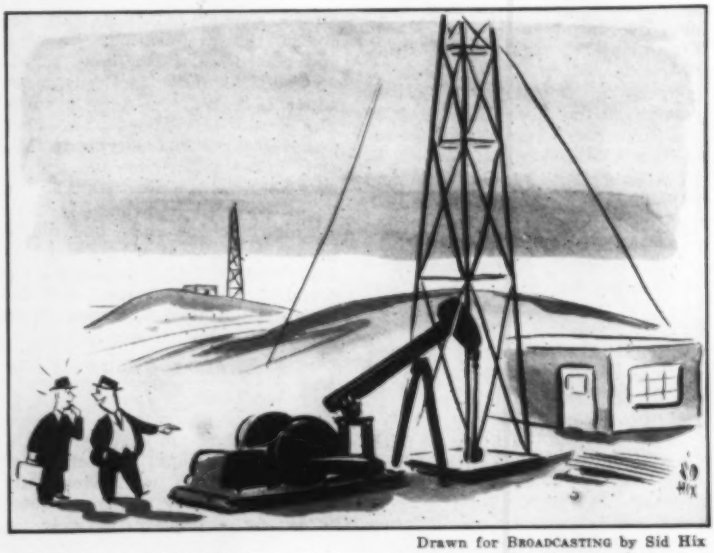
ABC Plans Daily Record Show With Whiteman in M.C. Role

PAUL WHITEMAN will be master of ceremonies on the first full hour, coast-to-coast network record program beginning June 30, Mondays through Fridays on ABC. Although the definite time period has not been decided as yet, the network announced that the new Whiteman show will be heard in the late afternoon. The program will be available for sponsorship in 15 and 30 minute segments.

Coincident with this announcement, ABC disclosed that one segment of the show had been sold to the National Biscuit Co. through McCann-Erickson, New York, with details of the contract not disclosed at this time.

Famous as an orchestra conductor before the beginning of radio, Mr. Whiteman recorded for Victor records and played with Victor Herbert's orchestra and the San Francisco Symphony. He served with the navy as a muscian during the first World War. On the air for more than 20 years, Mr. Whiteman was star of the *Kraft Music Hall* program prior to Bing Crosby and before that was featured on a program sponsored by Old Gold Cigarettes. He joined ABC in the spring of 1943 and the following September became ABC director of music.

From Dec. 5, 1943 through June 30, 1946, Mr. Whiteman was featured on ABC program titled *Radio Hall of Fame* sponsored by Philco Corp., and during the intervening summers was featured on *Stairway to the Stars* also sponsored by Philco. He is currently conducting the ABC *Paul Whiteman's National Guard* program.



Drawn for BROADCASTING by Sid Hix

"We figure if the FCC grants too many stations for this market we can drill for oil!"

Rembert Elected NAB District 13 Head

Stations - Networks Agreement Urged By Swezey

CLYDE W. REMBERT, managing director of KRLD Dallas, was elected NAB director to represent Texas (District 13) for a two-year term last Tuesday at the District 13 meeting in Houston. His term will begin with the next NAB convention Sept. 15 in Atlantic City. He will succeed Martin Campbell, general manager of WFAA Dallas, who will have completed a two-year term and who declined to run again.

Mr. Rembert was elected from among three nominees, and after a run-off, necessitated by failure of any one of the three to get a majority in the initial balloting. Other nominees were DeWitt Landis, general manager of KFYO Lubbock, and C. B. Locke, general manager of KFDM Beaumont. The run-off was with Mr. Landis.

A veteran of Southwestern radio, Mr. Rembert joined KRLD, owned by the *Dallas Times-Herald*, in 1926 as a salesman, after having served with an advertising agency. He was commercial manager before becoming directing head of the station ten years ago. From 1943-45 he was a member of the CBS advisory board.

Highlighting the Houston sessions Monday, Tuesday and Wednesday, attended by 170, were addresses by President Justin Miller of the NAB, Gov. Beauford Jester, and Robert D. Swezey, vice president and general manager of MBS and chairman of the NAB's recently created Special Standards of Practice Committee.

Resolutions Adopted

Resolutions unanimously adopted by the district following presentation by Committee Chairman Hugh A. L. Halff, included:

1. Support of BMI through greater performance of its members and early renewal of contracts which expire in 1949.

2. Commendation of BMB for its contribution to standardizing of radio in the minds of advertisers and agencies and support of future studies.

3. Support of movement for uniform time throughout the country and throughout the year.

4. Opposition to 2% cash discount sought by American Assn. of Advertising Agencies, because increased station operation costs would necessitate increase in rates charged for time, and in light of general desire of the industry to hold prices down wherever possible.

5. Resistance to attempts by some advertisers and agencies to broker broadcast time either "outright or through subterfuge," as unfairly competitive and contrary to terms of NAB-AAAA contract.

6. Commendation of President Justin Miller for his stewardship since his assumption of the NAB helm 18 months ago, and pledge of wholehearted support to him and to his staff.

7. Urging NAB board and management to establish and promote policies of employer-employe relations which will recognize and make as effective as possible local and area negotiations in employe-employer relations in local stations.

HOUSTON HOSTS to NAB 13th District Meeting (l to r): Francis Gilbert, KTHT program director; B. F. Orr, KTRH general manager; Tilford Jones, president of KXYZ and chairman of local committee; Jack Harris, KPRC general manager; King Robinson, manager of KATL, new Fred Weber station.

Swezey Urges Unity

At the Monday opening session, following a discussion of public interest programming by David Russell, KFDM Beaumont, and Louis Breault, KRIC Beaumont, Mr. Swezey, in his first district meeting address, called for unity among all elements in radio and for an end to the disagreements between networks and affiliates.

Pointing to the problems ahead in competition within radio as well as with other media, Mr. Swezey said it is time for a "well-calculated and mature defense of our medium which is incalculably greater than the commercial fare which feeds it." If this fails because of "personal pettiness, intramural friction, or for any other reason," Mr. Swezey said, "we may well put in grave jeopardy our democratic heritage."

Mr. Swezey defended the actions of the networks in the recent AFRA negotiations. He deprecated the lack of understanding surrounding the proposal to establish a Broadcasters Advisory Council, which he said, initially was opposed by certain sponsors disturbed by the avalanche of adverse criticism which commercial radio had received lately. If and when the Council is established, he said, he felt confident it would not attempt to "usurp or curtail any of the station prerogatives."

Calling for "understanding and intelligent compromise on both sides, if an affiliate agreement is going to work out satisfactorily," Mr. Swezey branded as inaccurate the constant talk about networks selling the stations "down the river." He described this phase as overworked from radio's aborning days.

Broadcasting, Mr. Swezey said, is moving into one of the most difficult periods in its history, and industrial unity is needed now as never before. While radio never has been very "cohesive," he said, he felt that under Judge Miller's "able leadership" the industry is probably more closely united than ever before.

Hard Period Ahead

He enumerated as the principal factors in the difficult period ahead the increased competition within radio itself and with other media, the uncertainty of the technological future of broadcasting, new and increased difficulties of day-to-day operation, the critical appraisal of radio's performance, both official and unofficial, with its threat of increased government regulation.

Pointing to radio's 1946 increase

(*Continued on page 86*)

Lauds Radio's Texas Disaster Role

Governor Hails Superb Public Service in Blast And Tornado

THE THANKS of the state of Texas to the nation's broadcasters for the "superb public service" rendered during the recent cyclone in the Panhandle and the "catastrophic explosion at Texas City" was expressed last Tuesday by Gov. Beauford H. Jester of Texas in an address before the 13th District Meeting of the NAB at Houston. The address was carried by all local stations and by the Texas Quality Network.

"The magic speed of radio quickly gave to people everywhere the news of these disasters," the Governor said. "It sped up the relief and aid needed by these stricken communities. Radio's graphic reporting enabled our people to know the nature of the damage and suffering that had been inflicted."

Gov. Jester, for the past year half-owner and president of KWTX Waco, applauded radio for its overall contribution to the nation's welfare, and characterized it as "one of the most potent benefactors of mankind, his way of life, and his civilization." He won rousing applause from some 200 assembled broadcasters, when he pledged that "in Texas your Governor will uphold the legal and public principle of freedom of radio along with the freedom of the press."

PRESIDENT JUSTIN MILLER, (l) as he greeted Texas' Gov. Beauford Jester, speaker at NAB luncheon session in Houston. Governor Jester is half-owner of KWTX Waco.

Describing radio as a "challenging field," Gov. Jester, himself a lawyer, said he was looking forward "with keen interest to laboring with you in that field as soon as I have ended my public service as an elected official of this state."

Gov. Jester commended Texas stations that had sponsored and broadcast appeals for relief. He mentioned particularly KRIG in Odessa, KVET in Austin and all stations that had "initiated and have implemented the call for relief of their fellow Texans and the Texas cities in distress."

"The voice of man describing the suffering, sorrow, and loss of fellowmen heard over radio by men and women with ears attuned and sympathetic hearts caused people everywhere to be moved with compassion and sympathy and impelled many to send money and things thought helpful in the hour of need," he said.

Describing radio's contribution to advancement of wellbeing and progress in time of peace and time of war as "incalculable," Gov. Jester said radio now is a vital part

(*Continued on page 85*)

White Radio Bill Seen in Three Weeks

Clarified Definition Of FCC's Role Anticipated

By PETER DENZER

NEW WHITE RADIO BILL, now nearing completion and probable introduction within the next three weeks, is expected to follow closely the Commission hearing and juridical review sections of the White-Wheeler bill of 1943. Senator Wallace H. White Jr. (R.-Me.), now chairman of the Senate Interstate and Foreign Commerce Committee and long-time expert on radio matters, is known to have been the author of those provisions in the 1943 bill as well as in the bills of 1939 and 1940, introduced by him.

These legal provisions, relating to such technical matters as rights of parties and procedures before the Commission and in court appeals, are generally dismissed by broadcasters as being of importance only to lawyers. However, experts and those who have studied the problems of broadcasters before the Commission believe these legal and technical sections are among the most important that can be included in any radio bil and can do more to correct wrongs than any policy sections.

Protect Licensees

Insofar as they may particularize the rights of parties before the Commission and the courts, and make definite and certain each step, they protect licensees from arbitrary or capricious Commission action which could not be corrected by appeal to the courts because of vagueness or ambiguities in the procedural or appellate steps.

The Maine senator has consistently maintained that the procedural and legal provisions of th present have been interpreted so broadly that licensees are constantly up in the air as to their status and rights before the Commission and the courts. He has regarded these sections as the heart of any new legislation.

Present Law Vague

Under the present law there is uncertainty as to which cases, where licenses are involved, are appealable. The proposed legislation would make clear in all cases where the Commission exercises its licensing powers who can appeal, and to what authority. Jurisdiction would be granted to the court to which appeal is made for the granting of temporary relief.

Senator White also took the position in 1943 that the road to the Supreme Court was extremely difficult for private litigants. He pointed out at that time that from 1927 to 1942 the High Court granted a review in seven cases upon petition by the Commission and denied only one. During the same period, the Court granted no review on behalf of a private litigant although there were many applications. In the last five years to date only one such review was granted to a private litigant.

Thus, it is expected that Senator White will attempt to insure review by the Supreme Court for those cases in which the Commission on its own motion proceeds against the holders of existing licenses.

This would be accomplished by permitting appeals to the Supreme Court "as of right" instead of by certiorari in any case where the Commission institutes proceedings to revoke, modify or refuse renewal of license. Precedent for this proposal lies in procedures involving certain appeals from orders of the Interstate Commerce Commission.

There have been charges in the past that the Commission had not always exhausted all possibilities inherent in the present law for full judicial review of contested orders. Senator White feels that procedural matters should not be left to the Commission's discretion, to vary from one administration to the next.

Reply Procedure

Provisions are also again expected to be included to permit licensees full answer in court to any order of the Commission. The 1943 bill would have required any FCC order revoking a license or failing to renew a license to particularize legal basis for such action. Appellants would then be able to address the court to which appeal is made on the specific legal points in question.

These procedural provision do not necessarily reflect upon the Commission's current practices, but rather attempt to correct imperfections in the Communications Act. Senator White's attempt, if he follows previous policies, will be to define all Commission prerogatives so clearly that each order will be based on a particular procedure, spelled out to such detail that licensees will know at each step exactly what roads of appeal are open.

To this end it is expected that the new bill will require the Commission, following a hearing, to file reports setting forth in detail all basic or evidentiary facts de-

(*Continued on page 79*)

WBAL-Blue Book Legal Battle Is Returned to District Court

FCC-WBAL BALTIMORE fight over the Blue Book was back in the District Court of the District of Columbia awaiting decision after argument last Monday before Associate Justice James M. Proctor.

The Commission contended a three-judge court should be convened to hear WBAL's charges that the Blue Book contained "false, distorted and misleading" references to the Baltimore station's operation [BROADCASTING, Feb. 17].

FCC on Thursday submitted a memorandum to the court in support of its motion, maintaining that "plainly the plaintiff (WBAL) has presented a case which the court has no jurisdiction to review at this stage of the proceeding. It is respectfully submitted that the complaint should be dismissed."

William J. Dempsey, participating as counsel for WBAL, opposed the motions to convene a three-judge bench to hear the charges, telling Judge Proctor that "we concede that if Your Honor calls the assistance of two other judges (the complaint) would be dismissed."

Goldsborough Action

In the same court another Associate Justice, T. Alan Goldsborough, in February dismissed a similar FCC motion for a three-judge court and issued a temporary injunction staying further proceedings in WBAL's renewal proceedings pending disposition of the complaint filed by WBAL against FCC and its Blue Book [BROADCASTING, Feb. 24]. The renewal application had been set for hearing with Drew Pearson and Robert S. Allen's competing application for the 1090-kc, 50-kw facilities used by WBAL.

The Baltimore clear channel station contended that Blue Book references to its operation gave rise to the Pearson-Allen application; that without the rival application WBAL would have received renewal without hearing, and that in

(*Continued on page 81*)

Senate Labor Bill Debate Opens

Upper Chamber Expected To Send President Modified Bill

FULL-FLEDGED debate on a Senate labor bill opened in the upper chamber last Friday among indications that economic and political factors will create a climate in which adoption of a broad labor law will become either unnecessary or "unpolitic."

The signing of major labor pacts in the electrical [BROADCASTING, April 21], auto and steel industries pointed to more stable labor-management relations. The "Newburyport Plan"—voluntary price-cutting in response to President Truman's plea for lower prices—started spreading over the nation and held some promise of at least a break in the inflationary spiral.

The three-to-one vote by which the "drastic" "Hartley Labor Bill" passed the House on April 17 set a precedent which the Senate will not be able to follow. It is expected to pass, but without the two-thirds majority needed to override an expected Presidential veto, a milder bill than that passed by the House.

Would Correct Practices

The Senate measure, as reported from the Labor Committee, aims to correct "monopolistic labor practices" by banning the closed shop, making unions subject to suit for violation of contract, requiring filing of union financial reports, defining "unfair labor practices" for unions and reorganizing the National Labor Relations Board. Strengthening amendments banning nationwide bargaining are expected to be added from the floor.

Senator Robert A. Taft (R-Ohio), chairman of the Labor Committee, answering union opposition to the legislation, declared that the bill was not "anti-labor" but a reply "to widespread demand for some correction of the existing labor legislation . . . arising . . . out of many injustices which have developed in labor relations, injustices which are perfectly clear to all the people who come in contact with particular disputes which in effect are without remedy in the courts under present laws."

The bill which will be sent to the White House will be a compromise between Senate and House measures, and will be the product of a joint committee which will meet after the Senate passes its proposal.

Two factors already intervening in Capitol Hill labor sentiment are: a demonstrated desire on the part of both management and labor to settle disputes independently and uncertainty as to the effect of tough labor legislation on the electorate.

Truman Lauds Advertising's Service

Tribute Paid Media On Ad Council's Anniversary

COOPERATIVE campaigns by media and advertisers under which critical problems in the nation's history have been effectively attacked through the Advertising Council's voluntary technique were officially recognized last week by President Harry S. Truman in a letter sounding the theme of the Council's fifth anniversary.

Sponsors, stations, networks and agencies will join in a week-long celebration during which the Council will focus attention on radio's achievement in carrying more than 130,000,000,000 listener-impressions valued at $400,000,000 on behalf of 175 wartime and peacetime public interest activities.

Though actual observance of the anniversary is scheduled during the entire week (April 27-May 3), advertising and media interests will continue the campaign into the following week to acquaint the public with the means used by American business to weld the nation into a vast neighborhood at a time of national crisis.

FIFTH ANNIVERSARY of the Advertising Council, now being observed by all media and advertising groups, finds cooperative organization active in peace just as it was in war. Officers were photographed last week as anniversary plans were being prepared. Left to right: T. S. Repplier, president; Paul West, ANA's president, vice chairman of Council board; Charles G. Mortimer Jr., General Foods advertising vice president, Council chairman; William Reydel, partner in Newell-Emmett Co., vice chairman; Frederic R. Gamble, AAAA president, secretary-treasurer; Kerwin H. Fulton, president of Outdoor Adv., vice chairman, not in photo.

President Truman's recognition of the part played by advertising through the Council came in a letter to the Council's board chairman, Charles G. Mortimer Jr., General Foods advertising vice president. The President paid tribute to this awareness by business of its social responsibility, which he called a highly significant development in American life and evidence of the virility of democracy (see text of letter on this page).

Officials high in Government and industry joined in recognizing the wartime and peacetime role of broadcasting and other media in taking public service messages to the people in history's greatest mass-influence project.

Review Issue

In reviewing events of the five-year period, the Council issued a special review of broadcasting's role. T. S. Repplier, Council president, stated in an accompanying letter that radio's public service activities in connection with the campaign deserve prominent notice. "We think the public should know how these messages reach them," he wrote. "We think you deserve the thanks and congratulations of the entire nation for a truly magnificant performance in the public interest. With your help and cooperation, radio and advertising can continue to be a powerful and willing public servant."

Not the Whole Story

The time and facilities provided by broadcasters in the Council's campaigns compromise only a portion of the industry's effort on behalf of public interest movements during the five-year period, it was pointed out at the NAB. In addition, individual stations have broadcast literally millions of announcements on behalf of causes endorsed by the Council and the OWI.

Figures cannot be provided on these donations of time and talent, but individual stations in many cases have said that their non-Council efforts far exceeded the Council's own campaigns, which were based on allocations to network sponsors. On top of these two phases of the public service effort are the messages carried on

(*Continued on page 77*)

President's Salute to Advertising

FOLLOWING is the text of the letter sent by President Truman to Charles G. Mortimer Jr., chairman of the Advertising Council, in honor of the Council's fifth anniversary:

April 23, 1947.

My Dear Mr. Mortimer:

My attention has been called to the fact that the first week in May marks the Fifth Anniversary of the organized use of advertising to help solve national problems.

To me, this program is a highly significant new development in American life. Involving as it does the voluntary cooperation of thousands of American firms, from large concerns to stores, banks and merchants in the smallest towns, it is evidence of the virility of our democracy, and demonstrates our ability as a people to work together toward a common goal.

In the period since the war, American business has used its advertising to help secure housing for veterans, to sell billions of dollars worth of U. S. Savings Bonds, and to aid causes close to the hearts of Americans, such as the Red Cross and Community Chest. In fact, the people of many nations have had reason to be grateful for this important new force in American life.

When I appointed the President's Famine Emergency Committee in February 1946, we relied heavily upon the organized power of advertising to tell the American people why wheat should be voluntarily conserved for shipment overseas. The effective performance of advertising played a vital part in permitting the full United States commitment of grain to be shipped to the starving.

The voluntary determination by business to use some of the power of its advertising for the public welfare through the Office of Government Reports which has come about under the leadership of The Advertising Council, provides a mechanism for informing the people that is unavailable in any other country. It is evidence, through deeds rather than through words, of a new recognition by business of its social responsibilities.

My sincere congratulations to you, and to your associates, on this significant Fifth Anniversary.

Very sincerely yours,

(Sgd) HARRY S. TRUMAN.

Ad Council to Execute Part Of American Freedom Drive

THE Advertising Council last week announced it would execute part of the plan of the Assn. of National Advertisers and the American Assn. of Advertising Agencies for a national educational advertising campaign to inform Americans about their economic system [BROADCASTING, April 21].

The Council will undertake a campaign which Charles G. Mortimer Jr., vice president of General Foods and chairman of the council, described as "the most ambitious program the Council has attempted." He said, "It is my guess this program will be more widely supported than any other of its kind."

Acceptance of the job of producing and executing the continuing campaign came on recommendation of the Council's Public Advisory Committee. A subcommittee of this group, composed of Paul G. Hoffman, president of Studebaker Corp.; Boris Shishkin, American Federation of Labor economist, and Dr. George Shuster, president of Hunter College, New York, prepared a report to guide the campaign.

The techniques intended to be used in the campaign, which Evans Clark, executive director of the Twentieth Century Fund and chairman of the Advertising Council's Public Advisory Committee, said was "one of the most dynamic educational projects in America today," will be similar to those used by the Council for its war and public service campaigns.

Mr. Mortimer said he was unable to predict when the campaign would get under way. He pointed out that it needed elaborate preparation before it could be started.

The campaign, he said, will stress 10 major points:

1. Freedom of the individual to work in the callings and localities of his choice.
2. Freedom of the individual to contract about his affairs.
3. Freedom of the individual owner of private property to start and manage an enterprise, to invent and profit thereby, to invest in a profit and loss system, to buy and to sell in a free market—insofar as this freedom does not conflict with the public interest.
4. Freedom to speak, to inquire and to discuss.
5. Protection for the individual—by public or private means—against basic hazards of existence over which he may have no control.
6. Government action in economic affairs when necessary to insure national security or to undertake socially desirable projects when private interests prove inadequate to conduct them.
7. Freest possible competition consistent with the public welfare.
8. Free collective bargaining—the right of labor to organize and to bargain collectively with employers.
9. Expanding productivity as a national necessity.
10. Increased recognition of human values as a prerequisite to better living.

Radio Public Relations Search Aided

Two Methods Proposed By Shouse, Lewis At CCNY Meet

RADIO'S SEARCH for a public relations program was aided last week during the Third Annual Conference on Radio and Business of the City College of New York when not one but two widely differing plans were presented. James D. Shouse, president of Crosley Broadcasting Corp. (WLW Cincinnati, WINS New York), offered a program based on individual station initiative. William B. Lewis, vice president and radio director, Kenyon & Eckhardt, New York, called for cooperation not only from all elements of the broadcasting industry but from public leaders as well.

Overall conference theme, "Radio and Its Public," was described by A. D. Willard Jr., NAB executive vice president and chairman of the concluding session of the conference on Wednesday evening, as "perhaps the foremost problem in broadcasting today." Three subthemes were presented at the conference, held April 22-23.

Conference opened Tuesday evening with "The Listeners Speak to Radio," in which questions most frequently asked by the public were answered by top radio stars and executives. Wednesday afternoon's session dealt with public relations; that evening's meeting centered on the presentation of CCNY's national radio awards.

CAUCUSING at opening session of CCNY's *The Listeners Speak to Radio* forum are (l to r): William S. Hedges, NBC vice president; Adrian Samish, ABC vice president; William B. Lewis, vice president, Kenyon & Eckhardt; Joseph Carleton Beal, public relations director, CCNY School of Business, Robert Saudek, ABC director of public affairs.

Shouse Stresses Research

Research is the keystone of the Shouse plan of public relations. "I know of no other answer," he declared, "We have got to spend more money, apply more of our best brains to audience research and continuing studies in attitudes, not in the fact of who listens only, but the reasons why, not only what people don't like, but what they like and why."

Expressing his "complete agreement with the philosophy of the ultimate responsibility of the licensee," Mr. Shouse warned that "we can no longer take refuge in the psuedo-shelter so temptingly offered by codes, statements of principles and resolutions of conventions and other devices of that sort." The only way to solve the problem, he said, "is by taking all of the steps which will lead us to a greater understanding of how best to serve the greatest number with due and proper weight for minority interests."

"We have got to think affirmatively and promote our constructive contributions to American living," he continued, "and stop thinking negatively as to how we might best defend charges and criticisms that in any case do not reflect anything other than a restricted selfish interest on the part of a small group."

Contrary to the Shouse program of public relations on the individual station level, Mr. Lewis saw the problem as one demanding not only an industry-wide solution but the participation of the public as well. He said that when he interviewed public leaders throughout the country a few years ago he found that the vast majority "seldom stopped to think of radio's accomplishments but when they did, they were lavish in their praise of radio's 25-year record. Why not," he asked, "carry the fight to radio's critics by getting public leaders all over the country to ratify and support radio's code of standards and methods of operation? It is said that the air belongs to the people. Why not let the people know and endorse the policies of radio management the way stockholders know and endorse the policies of corporate management?"

Specific Problems

Mr. Lewis outlined a plan to start with the NAB preparing a "thoughtful summary of each problem that requires policy determination." These summaries would go to the broadcasters in each community who would appoint one station manager as spokesman to take them to the public. This spokesman would form a number of committees of local citizens, each member to be chosen for the special knowledge he could apply to the particular problem with which his committee would deal. The findings of these committees would go to a master committee to formulate overall recommendations on two broad subjects—"the most desirable level at which to peg program standards and a realistic definition of radio's public service obligations."

These final local reports would then go back to the NAB, whose management would repeat the whole procedure on a national level, Mr. Lewis suggested, with the final board of public representatives to be retained indefinitely by NAB as a public advisory board.

One trouble with much of the present criticism of broadcasting is that it comes from people who never listen to the radio, Mark Woods, ABC president, told the meeting. This is of little value, he

(*Continued on page 88*)

KNX Lines Cut

KNX Hollywood reports that attempted sabotage of telephone lines on its transmitter property was discovered in a routine check last Wednesday. Service was not impaired, however, according to Les Bowman, CBS Western Division engineer. Mr. Bowman added that KNX's standby shortwave auxiliary equipment would cover the emergency even if all the station's lines were cut.

FCC Denies WORL Boston Renewal

Three-to-One Vote Holds Identity of Owners Was Concealed

A PETITION for rehearing and an appeal to the courts, if necessary, loomed as sure developments after FCC issued a 3-to-1 final decision last week denying license renewal to WORL Boston for concealment of ownership.

The decision, serving new notice that "licensees and their principals must at all times be honest and candid with the Commission," followed by less than two weeks FCC's order that WOKO Albany be deleted, also on concealed-ownership grounds [BROADCASTING, April 14].

In both cases Aug. 31 was set as termination date, but the actions differ in that the WOKO order came after an appeal to the Supreme Court, which upheld the Commission. FCC's WOKO decision comparable to the one issued against WORL was handed down by the Commission on March 27, 1945.

WORL, a 1-kw daytime station on 950 kc, is owned by Harold A. LaFount, general manager of the Arde Bulova stations and former Federal Radio Commissioner, and Sanford H. and George Cohen, New York attorneys. Mr. LaFount owns all preferred and 40% of common stock. Sanford H. Cohen owns 40% of the common stock and George Cohen owns 20%.

With their decision to deny renewal, the FCC majority—Chairman Charles R. Denny and Comrs. Wakefield and Durr—dismissed as moot an application for the sale of WORL to Bitner Broadcasting Corp. for $200,000 [BROADCASTING, Aug. 26, 1946]. There are now pending two applications for WORL's facilities, presumably filed on the assumption that the station's license would not be renewed, but FCC said it would not act on any such applications before June 1.

Commissioner Jett Dissents

Comr. E. K. Jett dissented from the decision, arguing that although the WOKO and WORL cases are similar in some respects, "the record against WORL does not disclose any motive for not reporting the extent of the holdings of two stockholders" and that "the identity of all the stockholders in WORL was disclosed to the Commission."

He said he did not feel "that the record against WORL supports the finding that any of the parties are guilty of having made willful misrepresentations."

Mr. Jett favored renewal and also approval of the application to sell to Bitner Broadcasting, a firm owned equally by Laurence S. Bitner and Dominic J. Perri. He said that if there is a "legal barrier to this action due to the recent filing of an application from a third party for WORL's facilities, I then favor a hearing on the mutually exclusive applications with a view to determining on a comparative basis which of the three applications should be granted."

Bitner Broadcasting was expected to re-file asking for WORL's facilities instead of purchase of the station. Other applicants who have filed for WORL's frequency are Pilgrim Broadcasting Co., owned by 22 stockholders headed by Joseph A. Dunn, contractor; and Beacon Broadcasting Co., headed by John T. Burke, account executive of Chambers & Wiswell, advertising firm. Mr. Bitner, half owner of Bitner Broadcasting, is former vice president of William Filene's Sons Co. in Boston; Mr. Perri, his associate, is organizer

(*Continued on page 79*)

Nine Electric Ranges Sold!

. . . and not one in the window!

From to Radio did it! Spot radio over Richmond's WLEE. On a Monday night one of Richmond's electrical appliance dealers got in a shipment of nine ranges.

On Tuesday morning he used a one-minute spot announcement over WLEE . . . his only advertising. Not even a window display. Less than an hour and a half later he had sold the ninth and last electric range.

Each of the nine stoves was sold to a WLEE listener.

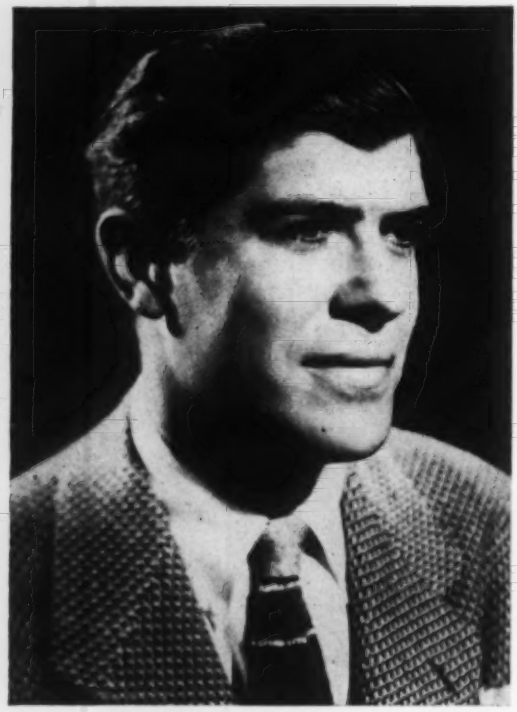
Sales are no problem in Richmond if you use WLEE. Ask our local advertisers. They'll tell you that WLEE is your best bet!

W-L-E-E

Mutual . . . in Richmond

TOM TINSLEY, Director **IRVIN G. ABELOFF, Gen. Mgr.** ***Represented by Headley-Reed***

Joe Bernard
Now
GENERAL MANAGER



KOMA
50,000 WATTS
Oklahoma City's Columbia Station

•

Affiliated With
KTUL
Tulsa's Columbia Station
TULSA, OKLAHOMA

John Esau
Vice President & General Manager

•

Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE
of
KOMA • KTUL

Allen Incident on NBC Proves Godsend to His Press Agent

By EDWIN H. JAMES

FRED ALLEN's waspish jibes at radio vice presidents ("the fungus you find growing on conference tables") have long irritated some of the highest-priced ulcers at NBC, but last week he goaded the network beyond the limits of its endurance. At the same time he created a press agent's dream story that broke out on front pages all over the nation.

Mr. Allen, who insists that vice presidents are people who find molehills on their desks when they come to work in the morning and must make mountains of them before they go home, roused NBC to retaliation on his broadcast of April 20. When he used a gag that had been forbidden by the network, NBC cut him off the air.

The comedian talked into a dead microphone for about 35 seconds (incurable statisticians quickly figured this was $250 worth of time), but the talk aroused by the incident lasted for days and led to similar NBC discipline against Red Skelton and Bob Hope the following Tuesday. The network threw the switch on those two comedians when they overrode NBC objections in order to use gags about their contemporary's throttling.

The Allen lines which were labelled *verboten* by the network were based upon his rankling recollection that his broadcast of the week before, running overtime, was cut out of the network a minute before he reached the end.

NBC, said Mr. Allen, has "a vice president in charge of program ends." This executive, he explained, saves up the seconds and minutes that programs run overtime and when he accumulates two weeks of time he takes a vacation. It was at the beginning of this gag that Mr. Allen took a 35-second vacation.

By midweek following the broadcast, the incident had become first-rate news. As far from Toots Shor's as Great Britain, an NBC correspondent reported, newspapers carried stories about it on Page One.

The J. Walter Thompson Co., agency for Standard Brands, Mr. Allen's sponsor, requested a rebate in time charges for the 35 seconds of Mr. Allen's dead air. An unidentified NBC official was reported to have replied, "No, but let's talk it over with Niles Trammell." Coincidentally, NBC President Trammell was out of town.

Until Thursday, NBC preserved official silence about the incident. Then its skilled press department went to work.

It was announced that Mr. Allen had been offered an NBC vice presidency "in charge of nothing." Mr. Allen, it was announced, had turned the offer down, pleading that his "health and prior commitments prevented his acceptance."

It was announced that the network had ruled that no more comedians would be cut off the air for mentioning the Allen incident.

It was announced that the network had ordered a special Hooperating taken of Mr. Allen's April 27 broadcast, on the quite reasonable theory that the publicity the comedian had received would probably attract his biggest audience ever.

H. Hough Says

ASKED by BROADCASTING for his comments on the latest Fred Allen-NBC discord, Harold V. Hough, general manager of WBAP Fort Worth, widely recognized as the sage of American radio, said:

"As between the comedians and the NBC vice presidents, for the sake of my family, I hope the NBC vice presidents don't get hurt crossing the street."

TV IS FACTOR IN GOP'S CONVENTION DECISION

PHILADELPHIA's importance as a television center played a vital part in the city's selection as site for the Republican National Convention in 1948, according to Roger W. Clipp, general manager of WFIL Philadelphia.

Mr. Clipp was a member of the Philadelphia committee sent to Kansas City to press the city's case before the GOP officials. Together with Paul Mowrey, ABC's national television manager, he outlined for Republican party leaders Philadelphia's facilities for television coverage of the convention.

The Republican National Committee was told that a Philadelphia convention could be telecast over a network of stations covering all or parts of 13 Eastern states controlling 163 electoral votes and including a population of 35 to 40 million persons.

Drops Sinatra Option

LENNEN & MITCHELL, New York, last week announced that option for the Frank Sinatra program will not be exercised and that sponsorship of Sinatra by P. Lorillard Co., New York, (Old Gold) will end June 4 at the close of the current 39-week cycle. The program is heard Wednesdays, 9-9:30 p. m. on CBS. The agency did not reveal any replacement or indicate whether the company will retain the same time next fall.

ZIV'S GUEST BOOK

includes such stars as:

All on one show

"CALLING ALL GIRLS"

THE HILARIOUS MUSICAL - COMEDY MERCHANDISING PROGRAM ALREADY SPONSORED BY 120 DEPARTMENT STORES

Twice winner of 1st award at C.C.N.Y. Annual Competition, the Ziv produced quarter-hour show, Calling All Girls now enters its THIRD YEAR with a sponsor list of America's foremost department stores.

STILL AVAILABLE IN MANY MARKETS FOR DEPARTMENT STORE SPONSORS ONLY. *WRITE, WIRE OR PHONE TODAY...*

FREDERIC W. **ZIV** COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK CHICAGO HOLLYWOOD

CBS STARS ARE ALWAYS SHINING OVER *Eastern Iowa* VIA WMT

Yippee...

sell 'em, cowboy!

GENE AUTRY

AMERICA'S FAVORITE SINGING COWBOY

...another CBS-reason-why WMT gives you more listeners at less cost in Eastern Iowa

Out here where the tall corn and smokestacks grow... WMT has wrapped up a great, important market for you by providing *exclusively* those good, good CBS programs to 1,131,782 people* in Eastern Iowa. When Gene Autry pulls out that trusty "gittar" of his, he's helping to create a "custom-made" audience that is mighty important to you and your clients. Check WMT's coverage in Eastern Iowa against sales and distribution maps. You're missing a terrific sales opportunity if WMT is not on your schedule. Write for availabilities.

* *Within our 2.5 MV line.*

WMT's story is a big one to tell—an important one to hear—Contact your KATZ AGENCY man at once!

Member of the MID-STATES GROUP

Air Channels Belong to Public, Durr Tells N. Y. Citizens' Group

LEGAL TITLE to the channels of the air belongs to the public, and the determination of "whose interest the air is used in depends on an intelligent public," FCC Comr. Clifford J. Durr declared at a "Crisis in Radio" rally in New York April 19. Rally was conducted by the Radio Division of the New York State chapter of the Progressive Citizens of America, at the Hotel Capitol.

Appearing on a program which also presented William L. Shirer, former CBS commentator, Ben Grauer, NBC announcer, and Dr. Frank Kingdon, commentator and national co-chairman of PCA, Commissioner Durr explained:

"Radio stations are private property, but the channels over which they operate are public domain." He quoted from the Federal Radio Act and said that the "FCC was set up to see that this (public) title is respected."

Seldom See Writers

Like other governmental agencies, the FCC is "subject to pressures," the Commissioner said. "This public we're supposed to serve doesn't come around often," he said. "But we do see a lot of broadcast licensees and would-be licensees. I would doubt if any member of the Commission has met half a dozen radio writers in his life, and this applies to producers and artists."

The Commissioner said "it would be helpful if we could see more of these people who produce the stuff of which broadcasting is made."

The greatest national danger of the moment, Commissioner Durr believes, is "a nameless and unidentified fear."

"If fear is to be fought," he said, "it must be in words that have meaning; people must have the opportunity to say these words."

Shirer Poses Question

Following Commissioner Durr, Mr. Shirer, whose recent resignation from CBS while under fire created a wide stir in radio circles, pointed to what he said was a reduction in liberal commentators and asked the audience:

"Are you going to get only one point of view—and that conservative?"

The CBS policy of forbidding its news analysts to express personal opinions over the air, he believes, is impossible of execution.

The ABC and MBS policies of presenting balanced commentaries are "more intelligent and liberal," Mr. Shirer said.

Broadcasters have argued that in the final analysis it is the people who decide what goes on or off the air, Mr. Shirer said. He found some dissimilarity between that assertion and the fact that the Hooperating of his Sunday CBS commentary was the "second highest of any CBS daytime program and the highest of any commentator on CBS."

Dr. Kingdon's Views

Dr. Kingdon asserted that the basis of radio ownership was "thoroughly phony." Stations which had sold for as much as $1,250,000 possessed physical properties worth only $125,000 he said. The rest of the selling price, he said, was for goodwill, "and that means the channel which is really owned by us, the public."

The present FCC, Dr. Kingdon declared, "is a joke—the tool of the crowd that's running radio now."

Resolutions adopted at the rally included one urging Congress to provide that FCC be "adequately staffed and financed" and to promote the reappointment of Commissioner Durr.

Mr. Grauer acted as master of ceremonies.

NAB Districts 9 and 11 To Elect Board Members

TWO-DAY NAB Area C meeting (Districts 8, 9, 11) to be held May 8-9 at the Palmer House, Chicago, will open with a public relations forum, according to Leslie C. Johnston, WHBF Rock Island, District 9 director. Participating will be Clarence Leich, WGBF Evansville, Ind.; Merrill Lindsay, WSOY Decatur, and F. Van Konynenburg, WTCN Minneapolis.

The agenda includes an employe-employer relations discussion with participants including Harry R. LePoidevin, WRJN Racine and George Biggar, WIBC Indianapolis. Discussing the code provision program will be Edgar Bill, WMBC Peoria; Glenn Snyder, WLS Chicago; Worth Kramer, WJR Detroit; Maurice P. Owens, WROK Rockford; Richard M. Day, WDHY Minneapolis. Small market discussion will include Dan Jayne, WELL Battle Creek; Allan Curnutt, WOSH; John F. Meagher, KYSM Mankato, Minn. Sales managers discussion will include Harry W. Betteridge, WWJ Detroit; Walter Rothschild, WTAD Quincy, Ill.; Odin S. Ramsland, KDAL Duluth; Districts 9 and 11 will elect directors. NAB staff members will take part in proceedings.

UN Disc Series

POSSIBILITY that the United Nations may undertake a transcribed radio series featuring Hollywood stars was reported last week as Christopher Cross, U. S. radio liaison officer of the UN, left for Hollywood to begin work on the proposed program.

THE *Only One*

WDBJ
ROANOKE, VA.
QUEEN OF VIRGINIAS
MOUNTAIN EMPIRE
WDBJ is the only station that for twenty-two years has served Roanoke City and most of Southwest Virginia's Mountain Empire of diversified markets.

Primary and secondary coverage areas of WDBJ, the Pioneer Radio Station of Roanoke and Southwest Virginia, have a combined population of more than 850,000—nearly 150,000 radio homes!

Here is a fast growing region of tremendous natural resources, a receptive audience and ready buying power—an audience which overwhelmingly prefers its radio entertainment from WDBJ.

ASK FREE & PETERS!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

CHICAGO AD CLUB WILL AWARD PRIZES IN MAY

FIFTH ANNUAL awards by the Chicago Federated Advertising Club will be announced at luncheon in the Continental Hotel, May 8.

Of 65 awards given in ten major divisions, radio and television will draw five each. Deadline for all entries is April 25, with $5.00 fee for each classification. Awards for outstanding radio contributions will be based on Chicago produced network programs; local programs; educational network programs; educational local programs, spot announcements and television.

Members of jury associated with agencies or radio organizations include Burton Browne; Capt. William C. Eddy; Holman Faust; Richard Hill; Lee Krakover; Burr Lee; Earle Ludgin; Lavinia F. Schwartz; I. E. Showerman; Arthur E. Tatham; Orin Tovrov and Beulah Zachary.

KHUZ BASEBALL SURVEY

National Poll Shows That Broadcasting Greatly Increases Attendance, Texas Outlet Says

BASEBALL broadcasts tend to increase gate receipts at games rather than to keep the fans at home, according to results of a survey made by a representative of KHUZ Borger, Tex.

Dr. M. C. Kimball of Borger, chairman of the survey committee, mailed questionaires to 185 U. S. cities having radio stations and Class B, C, or D baseball clubs. Replies indicated, according to Dr. Kimball, that a ratio of 30 to 0 respondents felt road broadcasting increased home attendance at games.

Aggregate population of the cities polled was 2,651,355. Total attendance at games being broadcast was 4,981,339, Mr. Kimball said. Total population of non-broadcasting cities included in the study was 3,163,823 and total attendance of those cities' clubs was 3,710,699 he reported. Of the 185 cities polled, 116 returned completed questionaires, he further indicated.

Cosgrove Presides

R. C. COSGROVE, Crosley Division-Avco Manufacturing Corp. general manager and president of RMA, will preside at banquet of Institute of Radio Engineers' Spring Technical Conference in Cincinnati May 3. Kenneth W. Jarvis is to be consultant speaker. Conference will deal entirely with television. Banquet will be held at Hotel Alms.

Proposed Evansville Grant Brings Protest

WJPS Files Exceptions to FCC Action Favoring Tri-State

ASSERTING that its programs will be "designed by experienced broadcast station operators to meet the needs of Evansville" and "will not be duplicated by an FM station, thereby providing more broadcast competition," WJPS Inc. last week filed exceptions to FCC's proposal to grant the application of Tri-State Broadcasting Corp. for 1330 kc at Evansville (with 5 kw) and deny its own [BROADCASTING, April 7].

WJPS claimed that three of Tri-State's principals — Robert H. Hinckley, ABC vice president; F. E. McKinney and F. M. McHale —"became interested in promoting and developing FM stations in Indiana" and applied for AM outlets at Ft. Wayne, Evansville, Indianapolis and Terre Haute "to 'carry' the FM stations and to broadcast substantially the same programs on both."

Qualifications Cited

The exceptions contended that WJPS is better qualified and "more likely to serve the interests of Evansville than is the proposed Tri-State network and FM feeder stations"; that a grant to WJPS "will tend toward greater diversification of ownership of this media . . . in Indiana," and "will not create the problems which arise out of national network officials applying for an Indiana AM and FM network."

WJPS owners are Robert S. Davis, part owner of WGRC Louisville (24% of common stock and 70% of preferred); J. Porter Smith, president, sales manager and 10% owner of WGRC, and Jesse L. Kennard, in the oil production business. Messrs. Smith and Davis would ultimately own 46.3% each; they also are interested in an application for Dayton, Ohio. Their petition was filed by George E. Strong, Washington attorney.

KPBX AT BEAUMONT, TEX. WILL START ON MAY 1

SOUTHEAST TEXAS is being circularized by direct mail advances on the debut of KPBX Beaumont, new 1 kw station expected to go on the air May 1 on 1380 kc.

KPBX's staff is headed by Paul Beville, former WWL New Orleans sales manager. Production and programming will be directed by Lynn Williams, former program manager of WKRG Mobile, Ala.

Station is owned by Mr. Beville, Vincent Callahan, former manager of WWL, and Eugene A. Zukert, professor of business at Harvard U. KPBX studios will be located in the New Crosby Hotel in Beaumont. Transmitter site is about three miles southeast of the city.

AMERICAN • MUTUAL 5,000 WATTS 980 KC

In the heart of the Tennessee Valley, 20 million kilowatt hours doesn't seem like much electricity—but it's a lot when you know that IT REPRESENTS JUST THE INDUSTRIAL POWER USED IN THE NASHVILLE AREA DURING ONE MONTH. That power speeded manufacturing, employed thousands and added dollars to buying income in the rich Nashville market. And WSIX can help speed your sales in this area, too. Wide popularity means effective, economical coverage for WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Kentucky leads the nation in AGRICULTURAL GAINS

Kentucky *leads* the Nation
IN AGRICULTURAL GAINS

We are proud to be doing our part

MORE THAN $7,000 in prizes were distributed in December, 1946, to 152 Kentuckiana farm men and women whose records of progress impressed judges in four incentive farm programs sponsored by The Courier-Journal, The Louisville Times and Radio Station WHAS. These programs are: The Home and Farm Improvement Campaign, The Tom Wallace Forestry Award, The Soil Conservation Essay Contest and the 4-H Club Championships in Agriculture and Home Economics. Grateful acknowledgment is made of the whole-hearted co-operation given by the University of Kentucky College of Agriculture, Dean Thomas P. Cooper and his staff of extension workers.

BARRY BINGHAM, PRESIDENT of the newspapers and the radio station has given the purposes of the contests as follows:

TO PROMOTE the prosperity of agriculture in Kentucky and the neighboring counties of Southern Indiana, a prosperity upon which the welfare of all our people, regardless of their pursuit or walk of life, largely depends.

TO INCREASE the income and raise the living standards of the agricultural families of this area and thereby improve their well-being and provide a better outlook for every man, woman and child living on our farms.

TO STRENGTHEN the economic status of the whole population of this area through an improved economic status for those engaged in our principal industry, agriculture.

TO ACCOMPLISH these important ends by encouraging and rewarding efficient farm management, systematic accounting and control, crop diversification, better livestock, soil conservation, farm-sustained homemaking and home improvement.

HERE ARE OUR INCENTIVE PROGRAMS

Home and Farm Improvement ——— **$5000.00**

Nine years ago the Home and Farm Improvement Campaign was inaugurated to recognize on a comparative basis annual progress made in agriculture and homemaking. Prizes are awarded to farmers for efficient farm management, crop diversification, better livestock, soil conservation and community activities. Farm women are rewarded for excellent records of farm-sustained homemaking and home improvement.

Tom Wallace Forestry Award ——— **$400.00**

Named for the Editor of The Louisville Times, a long-time friend of conservation, the Tom Wallace Forestry Award was begun five years ago. The prizes are awarded to Kentuckiana farmers. A grand prize of $200 is given for a complete forestry program, one $100 prize for protection, management and utilization of established wood areas and one $100 prize for planting.

Soil Conservation Essay ——— **$1500.00**

Farm girls and boys in grade and high schools of Kentucky three years ago began competing in the Soil Conservation Essay Contest, sponsored in co-operation with the Kentucky Association of Soil Conservation District Supervisors. This year 4,635 students wrote essays on "Why a Soil Conservation Program Is Important to Kentucky." U. S. Savings Bonds went to three grand prize winners and to champions in 76 Soil Conservation Districts.

4-H Club Championships ——— **Two Gold Watches**

The farm program of the newspapers and the radio station was enlarged this year to include two awards for the 4-H Club State Champions in Agriculture and Home Economics. Winners are selected on a basis of the 4-H Club projects and completed during the year, community and club leadership and upon participation in constructive farm programs. One boy and one girl are selected for the awards.

IN 1947 ANOTHER INCENTIVE FARM PROGRAM IS TO BE INAUGURATED, ENCOMPASSING THE WORK OF FUTURE FARMERS OF AMERICA

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

In Eastern North Carolina your product is sold when you use . . .

WRRF
Washington, North Carolina

930 KC • 5000 Watts

Now 5000 Watts

Local advertisers know when they get results from their advertising dollar. In the rich agricultural belt of Eastern North Carolina, WRRF is the favorite of local advertisers, because they know it sells their market . . . a market with an annual income from tobacco alone of over $175,000,000.00.

One merchant used WRRF exclusively to advertise his services. He is now happily building a new, enlarged plant to take care of his increased business. A food product concentrated its advertising budget for the area on WRRF and increased its sales volume 400 per cent throughout this territory of 600,000 potential buyers.

By concentrating your sales effort on WRRF, you too can cash in on this "as good as gold" market . . . if you want to sell Eastern North Carolina, write us for details.

ABC NETWORK

TAR HEEL
BROADCASTING SYSTEM
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York . Chicago . Los Angeles

Thirty Companies Are Honored By Brand Names Foundation

CERTIFICATES of public service were presented last week by the *Brand Names Foundation* to 30 companies with "brand names which have been tested by the judgment of the American people for 50 years or more and have won and held public confidence through unfailing integrity, reliable quality and fair pricing."

Of the 30 awards, six went to companies whose brand names have been in use for over a century, 11 for those with 75 years or more, and 13 were Golden Anniversary Certificates.

Oldest of the brand names honored with a Centennial certificate was "Revere," the name which identifies the products of Revere Copper and Brass Inc. of New York City and Rome, New York. It was founded in 1801 by Paul Revere.

Two other New York brand names which also received Centennial Certificates were "Henderson's Tested Seeds," produced by Peter Henderson & Co., and "Pierce," the brand name used to identify paint made by the F. O. Pierce Co. Both these names were introduced in 1847. C. O. Brantley, advertising manager of Peter Henderson & Co., accepted the award for his firm, and the Pierce certificate was presented to L. F. Thompson, assistant to the president of F. O. Pierce.

The remaining 15 New York brand names included:

"LaMode", brand name of buttons made by B. Blumenthal & Co. Inc., since 1887, award accepted by Philip Schechter, secretary of the company;

"Boyle", brand name of leather goods made by Boyle Luggage and Leather Goods Co. Inc., since 1851, award received by Milton W. Daub, president;

"Burton's", brand name introduced in 1872 for flavoring extracts produced by W. Burton & Co., Brooklyn, award received by Gabriel Lowenstein, chairman of the board;

"Daggett & Ramsdell", brand name since 1890 for beauty preparations made by Daggett & Ramsdell, award presented to William Bonyun, president;

"Fleischmann's", brand name since 1870 for distilled dry gin produced by The Fleischmann Distilling Corp., citation accepted by Charles S. White, vice president;

"Horn", brand name in use since 1897 for paints, varnishes and other products made by the A. C. Horn Co., award received by A. E. Horn, president;

"Kleinert's", brand name introduced in 1871 for dress shields and other products made by the I. B. Kleinert Rubber Co., citation accepted by Harold W. Quinby, sales manager;

"Maillard's", brand name since 1848 for cocoa, chocolate and confectionery produced by The Maillard Corp., certificate accepted by Irvin C. Shaffer, president;

"Chas. H. Phillips", brand name since 1872 for milk of magnesia produced by the Chas. H. Phillips Co., award received by O. W. Ergenzinger, vice-president;

"Ruppert", brand name since 1879 of beer and ale produced by the Jacob Ruppert Brewery, citation accepted by George E. Ruppert, chairman of the board.

Five brand names used by Solon Palmer, New York, were awarded citations: "Palmer's Perfumes", established in 1847; "Palmer's Jockey Club", perfume introduced in 1852; "Palmer's Fragipanni", perfume in use since 1865; "India Bouquet", soap, introduced in 1878; and "May Bloom", perfume, introduced in 1887, awards to all these brand names accepted by Lubin Palmer, president of the company.

Others Honored

The five brand names with New York branches which received awards included: "Columbia", brand name of worsted hand knitting yarn since 1816 and manufactured by James Lees & Sons, of Bridgeport, Pa., award accepted by Thomas Black;

"Lipton", brand name of tea produced by the Thomas J. Lipton Inc., Hoboken, N. J., since 1891, certificate received by William Brooks Smith, director of advertising;

"Disney", brand name of men's hats manufactured by Disney Hats Inc. since 1884, and "Lee", brand name since 1885 of men's hats manufactured by the Frank H. Lee Co., both received by James B. Lee, vice president and secretary of the Frank H. Lee Co., Bridgeport, Conn.; and "Yale", brand name since 1868 of locks, builders' hardware and other products made by The Yale & Towne Manufacturing Co., award accepted by Mark A. Miller, assistant general manager of the Stamford division of the company.

Other brand names awarded Certificates of Public Service include:

"Beardsley's Shredded Codfish", established in 1896, and produced by J. W. Beardsley's Sons of Newark, citation received by Leonard Beardsley, secretary and sales manager;

"Irish Cream Ale", introduced in 1865, and "Beverwyck Famous Beer", introduced in 1878, both produced by Beverwyck Breweries Inc., of Albany, N. Y., both awards accepted by Jerome Roth;

"Jaynes", brand name introduced in 1830 for packaged medicines manufactured by Dr. D. Jayne & Son, of Philadelphia, a division of Sterling Drugs Inc., New York, award received by Miss Evelyn Corper, advertising and sales promotion manager;

"Kinsey", brand name since 1892 for whiskey produced by Kinsey Distilling Corp., Philadelphia, award accepted by B. S. Laitin, advertising representative; and

"Winchester", brand name since 1866, for rifles, shot guns, small arms and ammunition manufactured by the Winchester Repeating Arms Co., New Haven, Conn., award received by W. S. Allen, sales manager.

FLOOD COVERED
CFQC Saskatoon Praised
For Relaying Warning

GRATEFUL testimonial from a listener in Saskatchewan was received last week by CFQC Saskatoon. George A. Campbell, a ferryman at Fir Ridge, Sask., wrote CFQC that its coverage of the breakup of ice on the South Saskatchewan River saved persons all along the river many dollars.

Thousands of farm lands near the river were flooded by ice jams and families were marooned throughout the striken area. CFQC's director of news and sports, Godfrey Hudson, flew over the flood zone in a chartered plane to obtain first-hand data for CFQC's emergency broadcasts. Reports on the progress of the breakup were taken by phone and relayed to the danger zone.

RKO TV Corp. Moves

EXECUTIVE offices of RKO Television Corp. are now located in the Pathe Bldg., 625 Madison Ave., New York, according to an announcement by Ralph B. Austrian, president.

Rattler Roundup

PAT RYAN and Lester Lester Tucker, sports announcer and engineer at WKY Oklahoma City, are currently known as the most fearless men on the station's staff. Messrs. Ryan and Tucker earned the accolade by an on-the-spot broadcast of the annual rattlesnake hunt near Okeene in northwest Oklahoma. After the hunt they were guests at a rattlesnake meat dinner attended by the hunters. Purpose of the annual rattler roundup is to collect venom for medicinal use.

WDAS ASKS FM RULING ON BASIS OF RECORD

WDAS Philadelphia, its FM application challenged by rival applicants since sale of the station is pending, told FCC last week that the Commission "very properly can and should issue a decision [in the case] on the basis of the record as it now stands."

If the WDAS application is granted, the station said in a petition, the application for approval of the sale of WDAS to William Goldman Theatres would be amended to include the FM grant (at no increase in the $485,000 purchase price for WDAS), and the Commission would pass upon Goldman Theatres' qualifications.

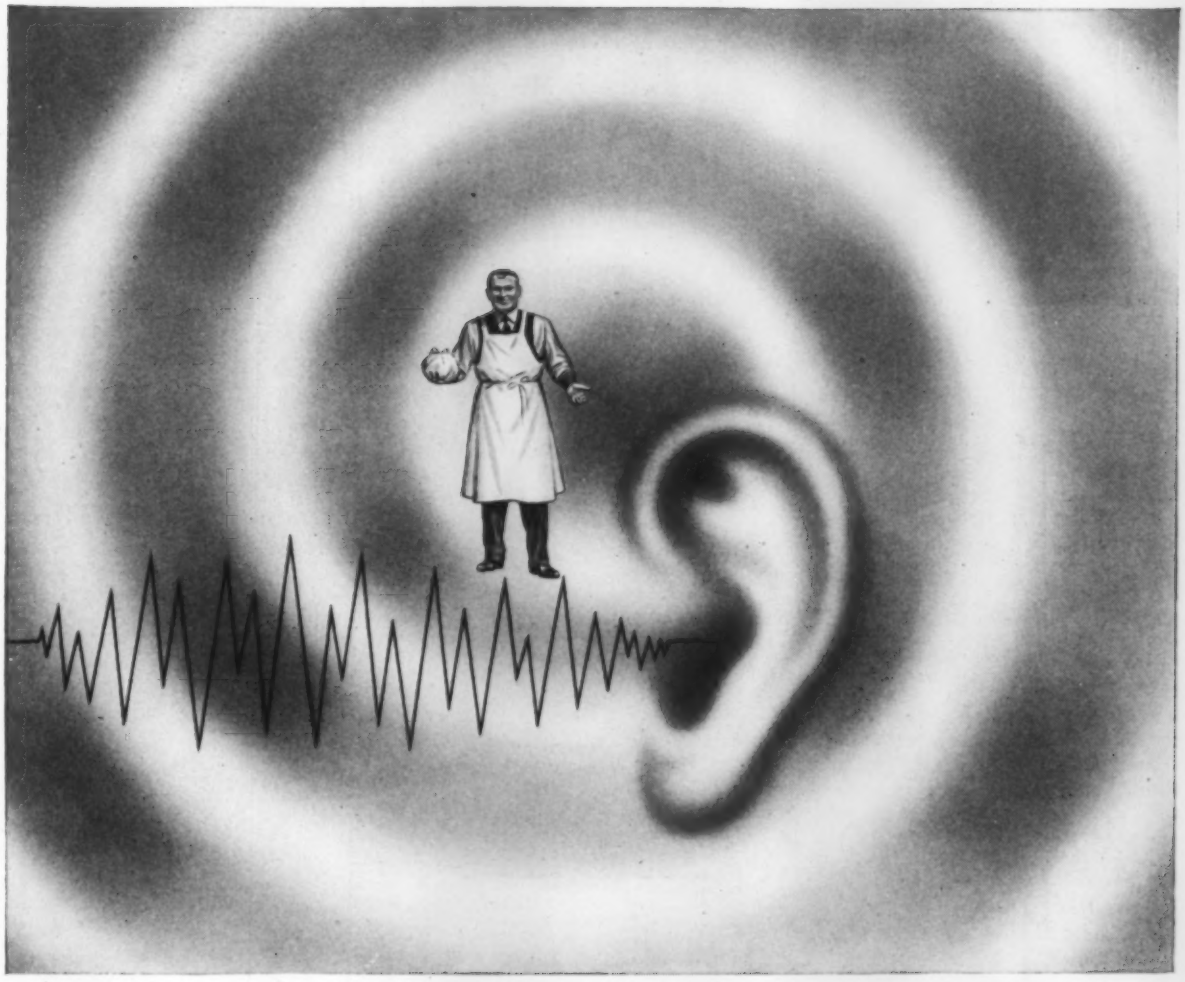
There are five applicants for four channels. Three of the five applicants have opposed a petition of Goldman Theatres for a grant of the WDAS application or, alternatively, a reopening of the record to permit Goldman Theatres to present evidence [BROADCASTING, April 21]. WDAS' petition, filed by Reed T. Rollo of the Washington law firm of Kirkland, Fleming, Green, Martin & Ellis, offered no objection to a reopening of the record but considered it unnecessary.

CLEVELAND WILL HAVE NEW STATION IN JUNE

WJMO is planning to go on the air about June 1 as a 1 kw daytime Cleveland outlet on 1540 kc, Dave Baylor, vice president and general manager of WJMO Broadcasting Co., announced last week. Mr. Baylor formerly was with WGAR Cleveland as program director.

President of WJMO Broadcasting Co. is W. J. Marshall. Larry Shipley, who also was at WGAR for a number of years, then with WHK Cleveland, and more recently has conducted a radio manufacturing business of his own, has been engaged as chief engineer.

The WJMO transmitter and offices will be located at 2157 Euclid Ave., Cleveland.



SALES CYCLES.. *AND KILOCYCLES*

Buyers' market.. sellers' market.. buyers' market. The phases of the economic cycle come and go. Now, *selling* gets the emphasis again.

And six of the *sellingest* tools at your command are the six Westinghouse radio stations. With top network attractions.. with local programs geared to local needs.. and with ingenious program promotion, these powerful stations have built large and loyal audiences in six great market areas: Boston and Springfield, Philadelphia and Pittsburgh, Ft. Wayne, Indiana, and Portland, Oregon.

Your program on a Westinghouse station gets attention.. *and* results!

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • WOWO • KEX • KYW • KDKA

National Representatives, NBC Spot Sales—Except for KEX • For KEX, Free & Peters

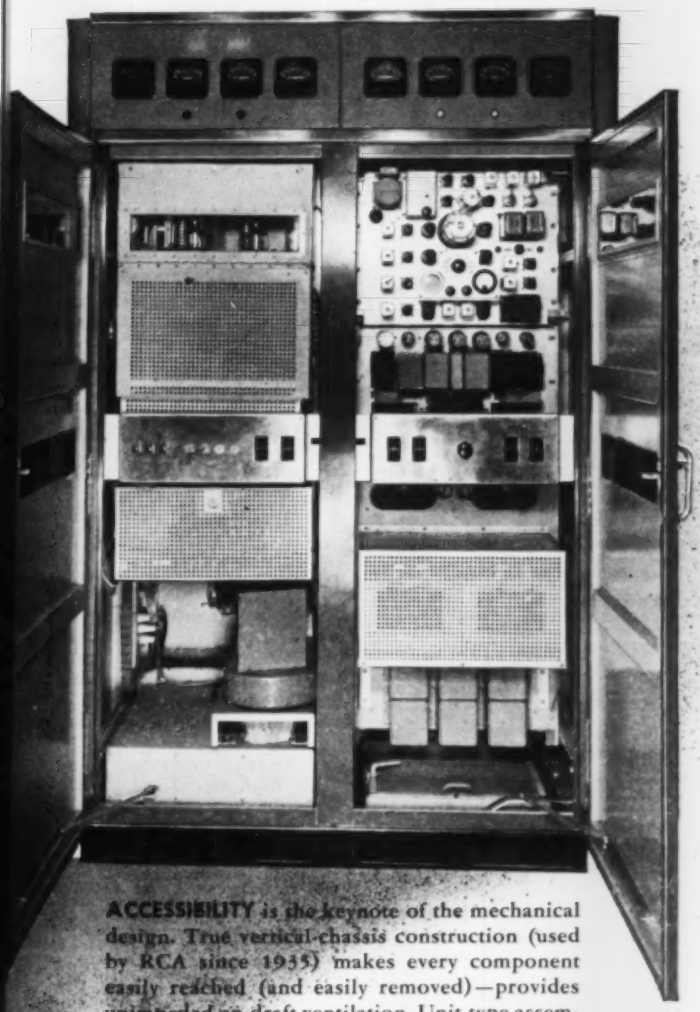
RCA 1 KW FM
Broadcast Transmitter
BTF-1C

RCA KILOWATT FM

This is a Transmitter Man's TRANSMITTER

You know what is meant by a ballplayer's ballplayer. He looks good to the public. Sure . . . but more than that, he looks good to other ballplayers. He makes every play in just the right way—and he makes them look easy, not hard.

The RCA 1KW FM Transmitter (Type BTF-1-C) has a similar standing among transmitter men. It looks good (RCA has always been the leader in styling)—and it sounds good, too (performance specifications are unexcelled). But more than that, it has the engineering features which your engineer appreciates and wants. Some of these features, such as the mechanical design and the control circuits, are common to all RCA transmitters and are already well-known to him. Other features, listed below, are particular to this new FM transmitter.



ACCESSIBILITY is the keynote of the mechanical design. True vertical-chassis construction (used by RCA since 1935) makes every component easily reached (and easily removed)—provides unimpeded up-draft ventilation. Unit-type assembly makes for easy installation, flexibility and simple modification for higher power.

DIRECT FM-type exciter. No fussy, complicated circuits. No trick tubes. (There are only four r-f tubes—an oscillator, two triplers and a buffer amplifier). Frequency control circuits provide crystal-equivalent stability, but are completely independent so that a failure in these circuits does not affect modulation or take the transmitter off the air. Because it uses fewer tubes, does not involve phase multiplication, this exciter is inherently capable of lower noise and distortion than any type yet developed.

ONLY 8 R-F TUBES in the whole transmitter (one oscillator, two triplers, one doubler, four amplifiers). There are two audio tubes, and seven tubes in the power supplies (not including voltage regulators). Thus there are only 17 tubes whose failure can take the transmitter off the air (thirteen additional tubes in regulator and control circuits do not contribute to outages). The total of 30 tubes is, we believe, the lowest number of any similar transmitter of this power.

GROUNDED GRID CIRCUIT used in final amplifier, requires no neutralization, provides greater stability than can be obtained with older, more conventional amplifier circuits. This is the easiest transmitter to adjust that you've ever worked on. Can be tuned in a few minutes' time by inexperienced personnel.

DISC-SEAL TUBE, the RCA 7C24, especially designed for grounded-grid operation, is used in the final amplifier (and also in the final amplifier stages of the RCA 3KW and 10KW FM transmitters). Quantity produced, field-tested, rugged, and inexpensive—it is the best-suited tube yet designed for this use.

SHIELDED TANK CIRCUIT used in the final amplifier (and also in RCA 3's and 10's) is a concentric-line design in which the outer tube is at ground potential. Tube and inner line are completely enclosed providing near-perfect shielding. Only in this way can the flow of r-f currents in the cabinet be prevented. R-f radiation from the transmitter housing (and r-f pick-up in nearby audio circuits is less than with other tank circuit design).

SINGLE-ENDED OUTPUT is an important feature. Single-ended circuits are more stable and easier to adjust (no balancing) than push-pull circuits—particularly at FM frequencies. Moreover, single-ended circuits are more easily matched to the grounded transmission lines universally used in FM service.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

How Lanham Act Will Affect Radio

New Trade Mark Law Will Be Effective July 5, 1947

By SHERMAN R. BARNETT

WHEN a new broadcasting idea "rings the bell," equity and good conscience dictate that the person who dreamed it up, whether genius or just lucky, should be protected against poachers. As all advertising men will unquestionably agree, new titles, slogans, formats and other radio advertising expedients which really CLICK are often the product of labor pains every bit as severe as those which bring forth mechanical inventions for which patents are granted for a period of 17 years.

But, as the trade-parasites well know, equity and good conscience do not always have the force of law—and there are technicalities (in the current but pre-radio trade mark law) which favor the pirate. For example, a trade mark used in connection with the sale of merchandise must be "affixed" to the merchandise.

Come July 5, 1947 a new and improved trade mark law, commonly known as the Lanham Act, will be effective. This new law is not a hurried product of a few legislators and a handful of lobbyists. Definitely not. It culminates over 20 years of effort to obtain a revised trade mark law from Congress and reflects the industry, perseverance and cooperation of many individuals and organizations throughout the United States, including the Assn. of National Advertisers, the National Assn. of Manufacturers, the New York Trade Assn. Executives, the National Industrial Council and various bar associations. Whatever may be said of the Lanham Act, it is most definitely anything but ill-considered and hastily enacted.

What effect, if any, will the new law have on radio?

Much Loose Talk

Since the signing of the Lanham Act there has been considerable loose talk which has left the impression among many laymen and some lawyers that henceforth virtually everything on the air may be protected against colorable imitation—everything from the half hour tone signal to Spike Jones' burp.

Such talk is largely conjecture—very often with at least a dash of "hot air."

True, it will now be possible to protect some distinctive features of radio advertising which could not be protected heretofore—but the specific language of the Act is not necessarily as broad as has been claimed. Indeed, it may well develop that but relatively few distinctive features of radio advertising can be protected. Much depends on the resourcefulness of the radio advertisers and the ingenuity of counsel—not solely in the future when the regulations are written and specific controversies reach the courts, but RIGHT NOW. As said by the Commissioner of Patents in his remarks on the Lanham Act directed to the Assn. of National Advertisers:

> We know that you as merchandisers have always gone to your customers to sense their needs and to be guided by those needs in your merchandising. We differ little from you there. You have goods to sell—we have only public service to dispense. We should make and dispense only that kind of public service that you need and we are going to ask you to tell us what under this Act you do need.
> We want you to make any suggestions that you believe pertinent for our rules and forms. We want you to be critical of the rules we propose in order that nothing be left in them to irritate or confuse the situation after the law becomes effective. That is your obligation to the Patent Office.

It must be remembered that the Lanham Act is not the result of a demand for greater protection for broadcasters and radio advertisers. On the contrary, the Act is directed to a broad revision of the trade mark laws and the word "radio" appears in the Act but once. The Act should not be condemned merely because it may fail to provide a pat answer for every trade mark question in the radio broadcasting field.

Purpose of the Act

On the language of the law itself:

> The intent of this Act is to regulate commerce within the control of Congress by making actionable the deceptive and misleading use of marks used in such commerce; to protect registered marks used in such commerce from interference by State, or territorial legislation; to protect persons engaged in such commerce against unfair competition; to prevent fraud and deception in such commerce by the use of reproductions, copies, counterfeits, or colorable imitations of registered marks; and to provide rights and remedies stipulated by treaties and conventions respecting trade marks, trade names, and unfair competition entered into between the United States and foreign nations.

The principal provisions which are applicable to radio will be more easily understood by first referring to one of the principal shortcomings of the old law which the new law seeks to correct.

Under the current, pre-radio law (the Lanham Act, remember, does not become effective until July 5, 1947), a trade mark may not be registered until it is "used" and, in order to be "used," it must be "affixed" to the articles which it identifies. Obviously a mark which identifies a radio program cannot be "affixed" to the program. It was for this reason that the Second Circuit Court of Appeals said, in 1941[1]:

> We doubt whether there is any right to claim a trade mark in such a name as **Take It or Leave It** for a quiz broadcasting program. It seems to have been a mere descriptive title and not to have been affixed to any goods.

The language employed in some of the Court decisions appears to indicate a sometimes desperate search for substitute legal concepts in an effort to make up for the absence of a clearly defined remedy for trade mark wrongs in the broadcasting industry.

In the *Mr. District Attorney* case[2] the Court said:

> That a property right exists with respect to a combination of ideas evolved into a program, as distinguished from rights to particular scripts, finds support in defendant's own course of conduct. When it transferred any rights to "Mr. District Attorney" it sold not the scripts but the basic idea. * * * As already appears, we are here dealing with a specialized field having customs and usages of its own.

In the *Information Please* case[3] the Court said:

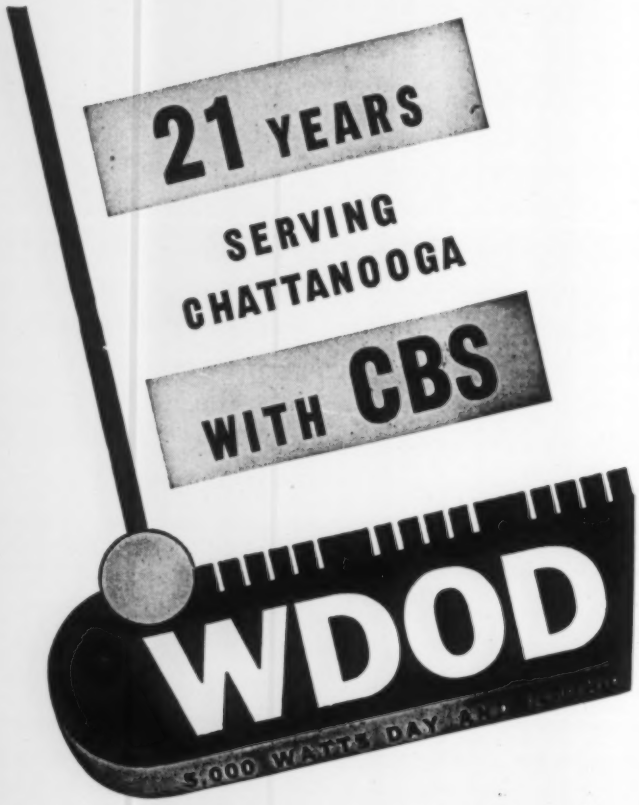
> In the earlier days it doubtless would have been held that a magazine is in competition with only another magazine and that therefore the use by one person of two words so commonplace as "information" and "please" to designate * * * a verbal program carried over

(Continued on Page 32)

SIGNIFICANCE of the new and improved trade mark law (commonly known as the Lanham Act) as it relates to the radio industry is discussed in the accompanying columns by Sherman R. Barnett, general counsel and member of the board of directors of Free & Peters Inc. and Wright-Sonovox Inc. and since March, 1946, a partner in the law firm of Barnett & Barnett in Chicago. The Lanham Act will become effective July 5, 1947 and Mr. Barnett explains in some detail what it may mean to radio. A graduate of Dartmouth and of Northwestern U. Law School. Mr. Barnett has practiced law in Chicago since 1928. He was engaged in general practice until 1931, when he began specializing in the law of patents, trade marks, copyrights and unfair competition.

Mr. BARNETT

[1] American Broadcasting Co. v. Wahl 151 F (2d) 412, 50 USPQ 156.
[2] Cole & Phillips H. Lord Inc. (1941) N. Y. Sup. Ct. Appellate Div. 50 USPQ 490; 262 N. Y. App 16.
[3] Golenpaulo Rosett et al (1940) N. Y. Sup. Ct. 18 N. Y. Supp. (2d) 889; 45 USPQ 45.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

BEYOND THE BLUEST HORIZON

In the days of the square-rigged sailing ship, messages were sent from one vessel to another by dropping a sail from the yard-arm a certain number of times.

Naturally, the distance a message could be sent was restricted by the vision range. In no case could it reach beyond the horizon.

Your message sent by WCBM is limited in scope neither by vision nor the earth's curvature. Time-buyers know that this station can be depended upon to reach beyond Baltimore's urban horizon and promote their product in the homes of thousands throughout the metropolitan area.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

WHBQ

Welcome here right quaestuary*

*Webster sez: Quaestuary: "One who seeks to make a profit."

MEMPHIS

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.
—Memphis advertisers know Memphis media. Buy where they buy.

W. H. BEEGUE

This is the place where profit can be produced at low cost. WHBQ is a must on the list of every time-buyer who wants the best coverage of the Memphis market.

CALL

RAMBEAU

New York • Chicago • Hollywood

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery

CBS Station for the SPARTANBURG-GREENVILLE Market

Lanham Act

(*Continued from page 30*)

the air would not prevent another person from using the same words as the title of a magazine.

At the present time, however, the law of Unfair Competition lays stress upon the element of **unfairness** rather than upon the element of **competition** and recognizes that where any name or mark or symbol, even though consisting of commonplace words of the English language, has come to signify in the public mind the product or business of a particular individual or group of individuals, such name or mark or symbol cannot be used by another individual or group of individuals in such way as to lead the public to believe that the product or business of the latter is the product or business of the former.

In the B. O. case[4] Lever Bros. did not claim the use of B. O. as a trade mark for the reason that it did not affix that mark to its soap product. In that case Lever Bros. was merely objecting to the registration by a deodorant company of a mark containing the word "Nobio," despite the defendant's protestations that such word should be pronounced "NO-BO" or "NO-BYE-O" and that the pronounciation "NO-BEE-O" was unheard of.

The court, fully recognizing that Lever Bros., because of the "affixing" provision, did not have a valid trade mark use, filled the gap of a straight trade mark remedy by adopting two theories:

1-* * we are of the opinion that the term "B. O." serves to indicate origin in Appellant (Lever Bros.), and that its use is **analogous** to that of a trade mark, and

2-It may be, although we do not so hold, that appellant is not entitled to the exclusive use of the term "B. O." However, the right to oppose the registration of a trade mark does not depend upon the exclusive ownership by an opposer of a similar mark. * * * it is sufficient if an opposer establishes 'priority of use analogous to trade mark use' of a trade name, and the likelihood of damage to him by the registration of such mark to another.

Amos and Andy Case

Likewise, in the Amos and Andy case[5] the court held that although Gorrell and Gosden had no trade mark in the name "Amos 'n' Andy" they could, nevertheless, prevent another from registering the mark for use on work shirts.

It will thus be seen that despite the shortcomings of the present law, the courts have at least been sympathetic toward "radio marks."

How far the courts will go in protecting "radio marks" under the new act is a matter of conjecture.

Under the Lanham Act the various marks used in trade are divided into four categories and defined as follows in the Act (the last two being of but passing interest for present purposes):

1-TRADE MARKS: "Any word, name, symbol, or device or any combination thereof adopted and **used** by a manufacturer or merchant to identify his **goods** and distinguish them from those manufactured or sold by others."

2-SERVICE MARK: "A mark used in the sale or advertising of services to identify the services of one person and distiguish them from the services of others and includes without limitation the marks, names, symbols, title, designations, slogans, character names, and distinctive features of **radio**[6] or other advertising used in commerce."

3-CERTIFICATION MARK: "A mark **used** upon or in connection with the products or services of one or more persons other than the owner of the mark to certify regional or other origin, material, mode of manufacture, quality, accuracy or other characteristics of such goods or services or that the work or labor on the goods or services was performed by members of a union or other organization." e. g. the seal of the Underwriters' Laboratories.

4-COLLECTIVE MARK: "A trade mark or service mark **used** by the members of a cooperative, an association or other collective group or organization and includes marks **used** to indicate membership in a union, an association or other organization." e. g. the Rotary Wheel Emblem.

What Used Means

The emphasis on the word "used" in each of the above definitions is ours. The following definition of that word, as found in the Act, is important:

For the purpose of this Act a mark shall be deemed to be used in commerce (a) **on goods** when it is placed in any manner on the goods or their containers or the displays associated therewith or on the tags or labels affixed thereto and the goods are sold or transported in commerce and (b) **on services** when it is used or displayed in the sale or **advertising** of services and the services are rendered in commerce.

A moment's study of the above definitions will show that the field of inquiry for our present purposes (which does not include television) is immediately whittled down to but one category, namely, the "service mark"—a term which will without question become more familiar to the broadcaster than the term "trade mark." Trade marks may be eliminated from consideration because they refer only to marks used on *goods* or displays associated therewith. Certification marks and collective marks are specialty marks not particularly applicable to radio. Hence, by elimination, it is seen that whatever advantages may be afforded the broadcasting industry under the Lanham Act will lie in its provisions relating to the service mark.

A service mark, as above noted, is one used or displayed in the sale or advertising of a person's *services* to identify such services and distinguish them from the services of others. It does not apply to goods.

Unwise, indeed, is the man who undertakes to state for a certainty how the courts will ultimately interpret the Lanham Act. It should be understood that the following observations are directed to possibilities only.

Possible Interpretations

The courts might well limit the term "service" to mean such generally recognized services as banks, laundry service, cleaning and dyeing service, diaper service, filling station service, exterminating service, undertakers, transportation service and public utilities service.

If so, the benefits derived by radio from the Lanham Act will not be as all-inclusive as has frequently been suggested. The provision would then help only those advertisers having services to offer. It would also probably enable broadcasters themselves to register their own identifying service mark, whether it be a network chime or an identifying jingle or symbol of a local station.

A broader interpretation of the term is quite possible and will undoubtedly be urged.

Further, slight changes in format may be made in an effort to circumvent the narrower interpretation. For example, the pen and pencil manufacturer, whose sole object is to sell pens and pencils, may succeed in registering the distinctive title, slogan or other features of its radio program on the perfectly legitimate representation that it is advertising a service, namely, repairing a particular brand of pen and pencil, regardless of its condition, for a flat charge of 35 cents to cover handling.

Anybody's Guess

Following suit, the automobile manufacturer could easily add a few words to his commercial regarding the free inspection service offered by all of his dealers.

Likewise, the other merchants of tangible goods who have distinctive features in their radio programs which they wish to protect could, for the joint benefit of the public and themselves, inaugurate and advertise on the air some service, free or otherwise.

As stated above, however, it is anyone's guess as to how effective such changes will be in providing

(*Continued on page 34*)

[4] Lever Bros. v. Nobio Products Inc. 1939 CCPA, 103 F (2d) 917; 41 USPQ 677

[5] Feldman v. Amos and Andy 1934 CCPA, 20 USPQ 189

[6] Nowhere else in the Act is the word "radio" found.

KGY FISH CONTEST

Anglers in Washington State To Vie for $10,000 Prizes

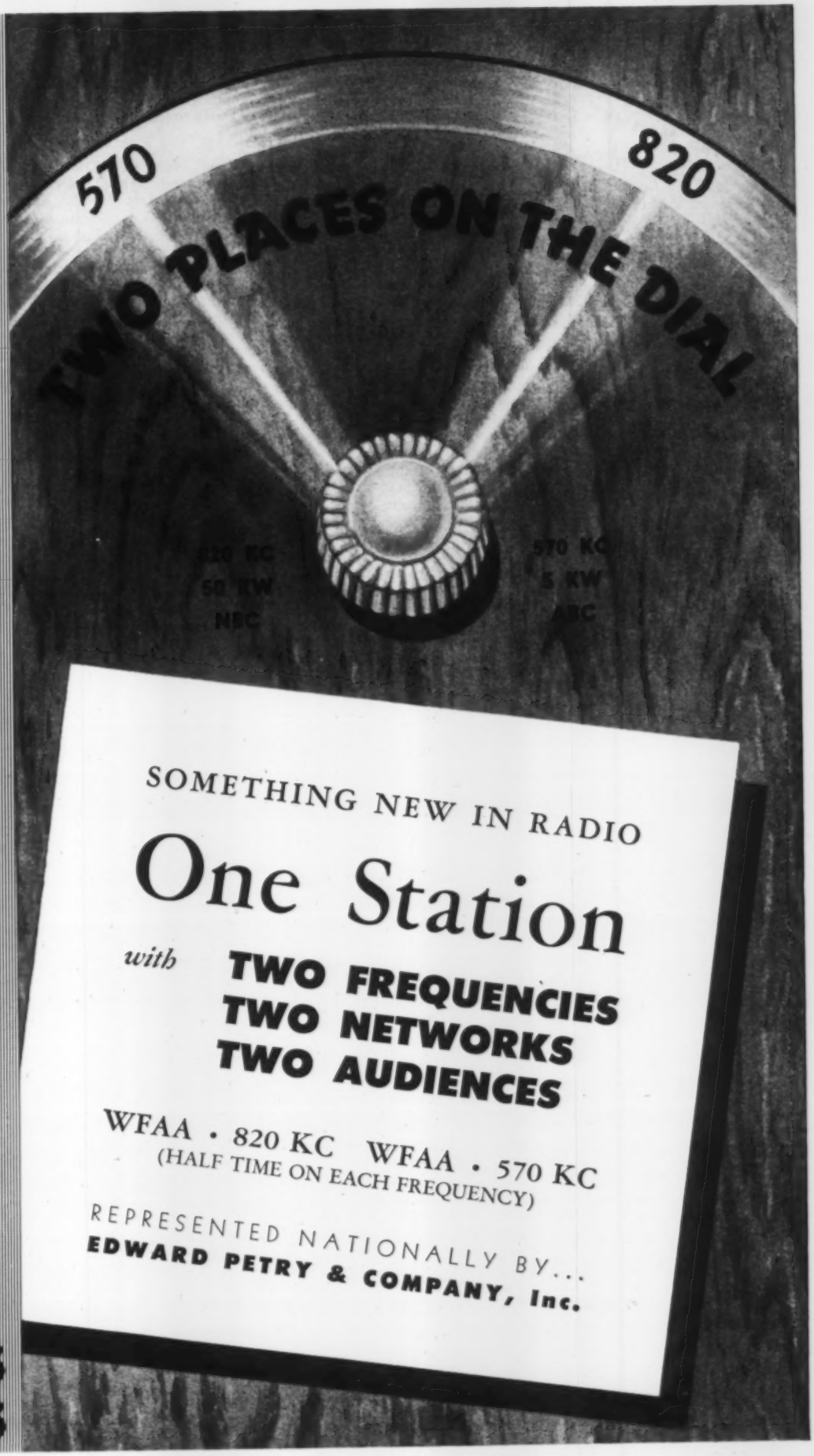
KGY Olympia, Wash., in cooperating with the Thurston County (Wash.) chapter of the Poggie Club which is sponsoring a tagged fish contest which will bring to the winners a total of $10,000 in prizes. Contest opened April 20 and will end November 30.

More than 1,000 tagged fish have been released in 13 Thurston County lakes. The fisherman catching the fish tagged with the highest number will receive as a grand prize at the close of the contest a 1947 Chevrolet sedan. Five other major awards will be given to fishermen who catch tagged fish with the next five highest tag numbers. In addition, hundreds of other smaller prizes are being offered.

Promotion of the project has been in charge of J. Harris Dorr, KGY sales manager, who started working on it last fall. Promotional leaflet gives detailed information about prizes and lists the lakes in which the tagged fish have been placed and the names and locations of resorts where living accommodations and boats are available for contestants.

WFAA

DALLAS
TEXAS



SOMETHING NEW IN RADIO

One Station

with **TWO FREQUENCIES**
TWO NETWORKS
TWO AUDIENCES

WFAA • 820 KC WFAA • 570 KC
(HALF TIME ON EACH FREQUENCY)

REPRESENTED NATIONALLY BY...
EDWARD PETRY & COMPANY, Inc.

KSO
DES MOINES
The Best Buy in Central Iowa
CBS
★
The Only
CBS Station
Serving
One of America's
Richest Markets.
★
Response Rated
KSO Produced Shows
plus
CBS Favorites
Account for
Top Audience Preference
In The Rich
Central Iowa Market
★
Ask the nearest Headley-Reed Representative for Convincing Data . . . Telling why KSO is . . . "Central Iowa's Best Buy."
KSO
5000 WATTS - BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

Lanham Act

(*Continued from page 32*)

an excuse for service mark registration. It is merely suggested that such change MAY prove to be worth the effort.

The soap manufacturer, with no substantial change in his format and at little additional expense, could create and advertise an expert advisory service on how to remove spots for various kinds of material or some other legitimate and helpful service.

Indeed, there may well be those advertisers who will frankly concede that their primary objective is to sell goods, but, nevertheless, argue with conviction that they are rendering a service of a high quality in bringing to the public each week a half hour of expensive entertainment. For example, such an advertiser might contend his business comprises (a) selling farm equipment and (b) offering the public a half-hour of the world's finest music every Sunday afternoon—which service is regularly enjoyed by millions of people from coast to coast. There is no requirement in the Lanham Act that a charge should be made for the services rendered under a service mark. The mark must merely be used in the "sale or advertising of services" and the services must be "rendered in commerce." (See cases cited in footnote 61, Journal Pat. Off. Soc. Vol. XXIII, p. 57.)

To view the situation from another angle, should a great philanthropist for no reason other than pure public service offer the public a half-hour broadcast of fine entertainment each week, and use a distinctive expedient for advertising his weekly broadcast, that distinctive expedient should properly be registerable as a service mark under the new Act. If that is correct, it may well be argued that the mark could be legally assigned in connection with the sale of the program, to a manufacturer of tangible goods. Being legally assignable it should follow that registered service mark should not thereupon become invalid merely because the assignee is engaged in the sale of tangible goods and offers no service to the public other than the weekly program of fine entertainment.

Who May Register?

That also raises the question as to who may register the distinctive advertising feature. The sponsor? The talent? The producer? If the sponsor registers, what happens to the registration when the program, distinctive feature and all, is sold to another sponsor? If the star can obtain registration what happens if the star is fired but the show goes on with a new star? And so it goes.

It has been said on good authority [7] that with respect to "radio marks" the provision relating to service marks is meaningless unless one views advertising as "a service to inform people of goods." On that point, it is quite likely that the courts may soon be called upon to determine the scope of the phrase "distinctive features of radio or other advertising."

First of all, is "radio advertising" merely the commercial announcements or does it cover as well the noncommercial program content? Will the courts hold, as a matter of law, that when a performance is being broadcast, the Metropolitan Opera, or the Chicago Cubs, or the Screen Guild Players is in the act of advertising? If so, what distinctive features of their respective performances may be registered—and who is entitled to registration if they happen to have more than one sponsor? If not, isn't the whole question of "radio marks" reduced to registration of nothing except distinctive features of strictly commercial copy (such as the Bromo Seltzer talking train) —or is there still middleground room for registration of such things as a theme song, Mortimer Snerd's entrance tune, or the cacophony of the tobacco auctioneer?

Obviously there are *some* decided advantages to radio in the Lanham Act. As a matter of fact, it may prove a great boon to radio advertising. But it is well to bear in mind— in all fairness to the courts, the Patent Office, the advertiser, the radio industry and the trade mark lawyers—that there are many, many questions to be answered during the next few years before the true and full import of the new trade mark law will become known.

[7] Robert, The New Trade Mark Manual, p 43

Plugs Competitors

WKYW, new 1 kw Louisville daytime station on 900 kc, has inaugurated a practice of broadcasting plugs for its competitors' evening shows. Typical announcement at signoff time, 6:15 p.m. during April, is: "WKYW leaves you now until 6 o'clock tomorrow morning. Meantime, continue to utilize your radio and enjoy a full evening of entertainment. WKYW particularly recommends these three programs." WKYW then lists one evening program each on WHAS, WAVE and WGRC.

SUIT FOR $50,000 FILED AGAINST WMOB MOBILE

SUIT for $50,000 has been filed against WMOB Mobile, Ala. by a Mobile theatre operator who charges the station with broadcasting a talk intended to "defame" him.

The broadcast and resultant court case developed from a controversy between Moving Picture Operators Union Local 519 and the King Theatres, operated by Charles H. King. Mr. King has previously sued the union for $25,000 charging it had "wrongfully" stationed pickets at five Mobile theatres for colored persons.

In his second suit, Mr. King accused WMOB of allowing one Sedgwick Johnson to broadcast from the station a talk including the sentence, "Does it make sense to you that one lone theatre owner . . . could be in a position to wrap around his finger the 45,000 colored people of Mobile?"

According to Archie S. Grinalds, WMOB manager, Mr. Johnson later broadcast an apology for not having reported both sides of the issue and Mr. Grinalds himself followed with a public retraction in which he said Mr. Johnson's remarks were not authorized by WMOB.

CERTIFICATES of appreciation from Veterans Administration Radio Dept. for assistance given to *Here's to Veterans* series on two programs, *Fibber McGee and Molly* and *Carmen Cavallero Show*, were accepted by Alan Wallace (l), Needham, Louis & Brorby, and Jack Simpson (r), Russel M. Seeds Co., on behalf of their agencies, sponsors and talent. Presentation was made at Chicago Radio Management Club luncheon. Brookes Connally (center) of VA's Chicago office presided.

Philco Wins Award

PHILCO Corp.'s Metal Division has been presented with the Grand Award of the Philadelphia Safety Council in recognition of its perfect no-accident record last year. Presentation was made by Clarence Tolan Jr., president of Philadelphia's Chamber of Commerce and Board of Trade.

growing
greater audiences

4 important Hooper gains! Weekday Mornings up 23% • Weekday Afternoons up 20% • Evenings (Sun. thru Sat.) up 26% • Total Rated Time Periods up 19%

The October, 1946 through February, 1947 Hooper, "Continuing Measurement of Radio Listening" (Fall-Winter) reports these great audience gains as compared with the corresponding report of the preceding year. Truly, this is a success story of KXOK's policy of "consistently better programming." Features like Rush Hughes, Weathercasts, News Coverage by all four major news services, Safety Driver Awards, Junior Town Meeting . . . plus ABC's top network shows . . . all these are the reasons for KXOK's consistent audience gains.

KXOK

AND KXOK-FM

St. Louis 1, Mo.

630 KC • 5,000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times
For complete details, call your John Blair representative.

Human Engineering Key to Labor Policy

Communist Element Held Potential Menace

By RICHARD P. DOHERTY
Director
NAB Employe—Employer Relations Dept.

COLLECTIVE bargaining—to work effectively—must be a two-way street with the traffic rules applying equally well to all parties who travel that way. Much industrial strife has arisen from militant "collective demands" rather than from genuine collective bargaining.

Regardless of the final outcome of pending Congressional labor laws, businessmen and broadcasters should realize that governmental fiats may determine "the rules of the game" but they can't make people get along with each other.

Although legislative action is necessary to "establish the boundaries of fair play" for collective bargaining, the solution of sound industrial relations must depend upon the ability of individual management and labor leaders to work out mutually satisfactory agreements and to find ways of "living" under these agreements.

Leadership Needed

Management means more than authority and constitutional rights. Management means leadership. In the economic world where great masses of workers have been drawn into union organizations and collective bargaining has become increasingly prevalent, management can retain its fundamental rights only as it displays the qualities of true leadership in meeting the present-day challenge of employe relations.

Turning specifically to the radio industry, better labor relations will be achieved when we:

1. *Extend and, in some instances, activate a broader interest and participation by radio station ownership in the employe relations of their stations.* The labor-management problems of radio are year-round and require day-to-day and month-to-month attention of both managers and owners. In some instances, owners have been more concerned with the immediate cost factor in contract negotiations than in the long-range effect of policies.

2. *Recognize the interrelation and interdependence of the labor problems of networks and independently owned stations.* Directly and indirectly, agreements made either by networks or independent stations (affiliated or not) are, sooner or later, reflected back upon the other. As an industry, networks and independents must combat these unsound labor-relations practices which impair the efficiency of broadcast operations and seriously endanger equitable profit margins. Neither employers nor employes can, or will, benefit from destructive and economically unsound demands proposed by certain leaders without regard for their long-range effects upon either the industry or its employes.

3. *Focalize negotiations upon local conditions.* The radio industry is composed of over 1,000 stations—the bulk of them independently-owned—throughout every section and corner of the nation. Basically, whether a station is an affiliate or an independent has nothing to do with what it can or should pay its employes—or how it should pay them.

Specific Problems

Assumed similarity or technical operations—and even these are not mechanically identical—does not destroy nor offset the essentially local economic factors which underlie the specific labor-management relations of given stations. It is as unsound to impute to this field of business an integrated national pattern and to apply industry-wide labor standards as it would be to apply the same unified concept to the steel, construction, newspaper, or other industries.

4. *Adopt and practice sound and progressive employe-employer relations programs among all stations.* It is only natural that the average businessman would prefer to conduct his enterprise without the presence of unions. Yet if station personnel chooses the collective process of employer-employe relations—and the law protects and guarantees that freedom—management must have the imagination and ingenuity to make the process work effectively. The great need in radio is for management to give its continuous, competent attention to solving this important problem.

Businessmen need to appreciate the simple and fundamental fact that all good employe relations are based on a foundation of good management. Unionism, per se, is neither a magic cure-all for every worker's problems nor is it an insurmountable obstacle to successful operations.

Healthy Relations

What so many managements have overlooked is the fact that, with or without unions, so long as they have employes they have employe-employer relations and these demand top management thinking and planning.

Some critics belittle any initiative by management to promote healthy employe relations as "paternalistic," yet many of these same persons extol the virtues of these very programs if and when they are created through unionized bargaining.

The major step toward good industrial relations comes when executive leadership integrates human engineering with production engineering and applies practical techniques to both.

5. *Develop and disseminate a greater body of facts and information to all broadcasters so that they may become more conscious of, and better acquainted with, the complex problems involved in employe-employer relations.* Radio is essentially composed of small business units. Individually these stations can't employ industrial relations specialists; neither can the managers devote all their time to this multi-sided phase of business. The most apparent solution is to create a greater fund of information by which broadcasters may pursue a constructive and progressive industrial relations program.

Full Discussion

All too often perfectly fantastic union demands have resulted in protracted negotiations sessions which serve no better purpose than to generate ill-feeling and even disgust.

Bargaining connotes a "give and take" exchange of proposals but it does not require the creation of outlandish smokescreens. Unsupportable and undesired demands presented to harass and confuse the other party make for bad faith, promote equally absurd counter-proposals and constitute naively bad bargaining.

Only by the full display and discussion of all pertinent facts can collective bargaining be taken out of the atmosphere of inconclusive, and often unworkable, compromises made to over-expressed demands and understated offers. Poker-play-bluff and techniques should be eliminated from the bargaining table.

By and large, labor-management conditions have been good in the radio industry. Substantial concessions have marked phases of labor negotiations and have been a major factor in avoiding conflict. However, with ever-greater competition arising from an increased number of stations, and with the trend in radio revenues tapering off, the broadcast station pocketbook will not be susceptible to continued liberality, especially in pay scales and in changes in working conditions which cost money.

Mr. DOHERTY

A potentially serious labor problem will come to fruition if the Communist and fellow-traveller elements in certain radio unions are able to crystallize their drive for important union positions.

This statement is not a "witch-hunting" gesture. Top union officials are perfectly well aware of the incipient strength of the "CP" factions already in their midst. The "party-line boys" and their followers are clearly in the minority at present. Yet, Communist domination of certain unions, in other fields of business, has been accomplished by astute, diligent minorities.

Danger of Strife

Radio and newspapers—America's two vital media of free speech and education—are significantly important key spheres of operation for "ideological adherents." It would, indeed, be unusual if the patterns of master strategy, common to "CP" infiltration, were not increasingly applied within radio unions.

To combat this potential menace to a free radio is a specialized leadership problem for the incumbent officials of the major unions now functioning in the broadcasting industry. However, one shouldn't pass off too lightly the real near-term possibility of cumulative strength among Communist groups in, at least, a few radio unions. If, and when, this develops, broadcasters will experience turbulence and strife and chronic "needling" as common industrial-relations characteristics.

Science and economics have dictated a truly great future for radio as a field of enterprise and of

(*Continued on page 72*)

NATIONALLY known for his work in promoting good labor relations, Dick Doherty is respected by management and union leaders alike. His industrial Relations Council of Metropolitan Boston has achieved wide renown for its success in promoting amicable settlement of disputes, and may become the pattern for a nationwide series of councils. Since he joined NAB last autumn he has made a close study of labor relations in the broadcast field.

Congratulations

During 1947, Stone & Thomas, West Virginia's largest department store, is celebrating its 100th anniversary.

Things have been happening in Wheeling and there's more to come . . . parades with floats and banquets and pageants and radio shows and just about everything that goes into making a bang-up celebration for a respected and valued friend.

WWVA, long accepted as a vital media for Stone & Thomas' daily advertising, points with pride to the many years of happy association with this wide-awake organization that has unfailingly served the vast Wheeling retail market for a hundred years.

After June 15th . . . on CBS

A FORT INDUSTRY STATION

WWVA

WHEELING, W. VA.

50,000 WATTS

STOP TRANSCRIPTION WORRIES . . . GET FINER REPRODUCTION WITH

PARA-FLUX REPRODUCERS

AVAILABLE IMMEDIATELY

Universal Reproducer

Lateral Only Reproducer

Vertical Only Reproducer

Broadcasting Stations everywhere are changing to PARA-FLUX REPRODUCERS . . . stopping their transcription worries because PARA-FLUX provides a truly revolutionary achievement for the most realistic reproduction of transcriptions. Greater flexibility is another reason why. For FM operation, where only quality reproduction counts, these Stations use PARA-FLUX Vertical Only and Lateral Only Magnetic Reproducers for absolute pick-up accuracy. And on AM, too, PARA-FLUX Universal Reproducers are used to give superior performance where both Lateral and Vertical reproduction is required from the same unit and likewise for quick cuing operations. FM quality can be assured through the use of any Reproducer illustrated below. All three types are interchangeable with the Model A-16 Arm and Model EL-1 Equalizer shown below.

You also will find them "best in the long run" because of their high operating efficiency and dependable service.

OVER 1,000 PARA-FLUX REPRODUCERS ARE NOW ON THE AIR OVER AM AND FM STATIONS

Available through Authorized Jobbers

Descriptive, illustrated Bulletin PR2 mailed upon request.

RADIO-MUSIC CORPORATION

EAST PORT CHESTER, CONN.

FORMULATING future plans of the National Assn. of Manufacturers radio department are (l to r): G. W. (Johnny) Johnstone, director of the department; William S. Rainey, writer and producer; Catherine Woolley, writer and editor; Lawrence E. Witte, script writer. Among their productions are *Your Business Reporter, Briefs for Broadcasters,* and *It's Your Business!*

Van Curler Asks Oral Hearing Or an Immediate Channel Grant

PETITIONING for an immediate grant or oral argument, Van Curler Broadcasting Corp. last week attacked FCC's invitation to new applicants to compete with Van Curler for the channel WOKO Albany was ordered to vacate [BROADCASTING, April 14].

The petition argued that FCC, under the law and its own rules, has no alternative but to grant or deny the application now.

It claimed that FCC, rather than Van Curler, insisted that the application be heard while the WOKO license denial was still pending before the Supreme Court, and that would-be applicants actually have had 18 months in which to file for the 1460-kc frequency at Albany. The petition asserted:

> In pressing Van Curler to hearing before the conclusion of litigation, the Commission adopted an expeditious method of assuring that if its denial [of WOKO's license] was sustained, a qualified applicant would be in position for immediate action to carry on operation in the public interest with a minimum of delay and interruption. The recent order reverses that determination and invites delay, confusion, and very likely another effort on the part of the parties in interest in WOKO Inc. to retain the station.

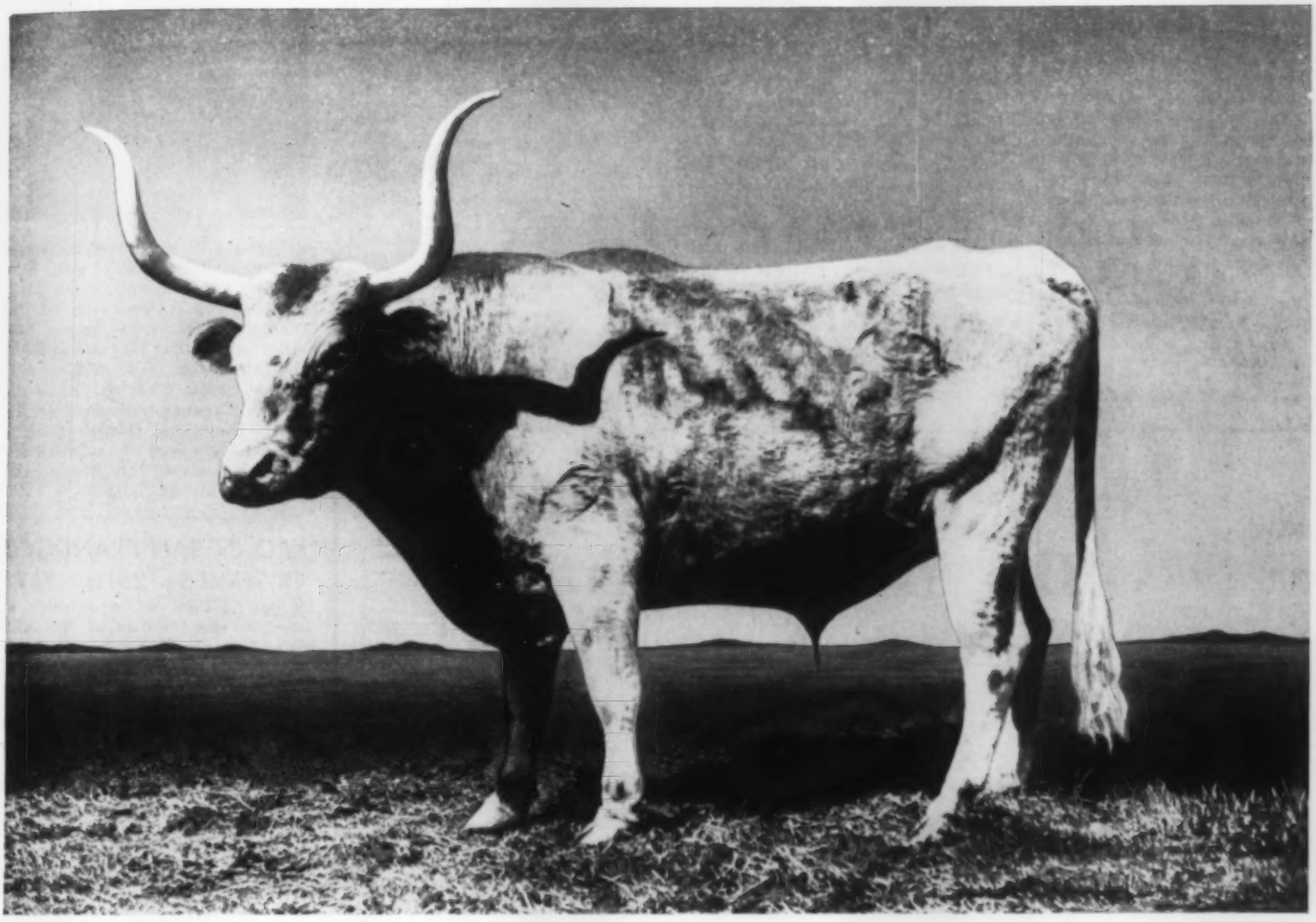
Van Curler said that as the only applicant for 1460 kc at Albany it would be entitled under FCC rules to a grant without hearing, had the hearing not already been held. "It seems clearly arbitrary and capricious," the applicant said, "for the Commission to withhold action on an uncontested application *after hearing* which under Sec. 1.382 of the Rules is eligible for a grant *even before a hearing.*"

WOKO Albany was ordered deleted by Aug. 31 for concealment of ownership of 24% of stock. FCC refused to pass immediately upon the Van Curler application for WOKO's frequency with 5 kw, ruling instead that new applications would be accepted until June 1 for comparative consideration with Van Curler's. It is considered probable that at least some of WOKO's present owners will bid for the channel, although Van Curler's petition interprets the FCC "invitation" as being extended to "unknown persons, heretofore not connected with WOKO Inc. . . ."

Van Curler pointed out that FCC "frequently grants contingent applications simultaneously." The petition referred to a grant to Public Information Corp. at Durham, N. C. for the frequency being vacated by WDNC Durham, and to a proposed decision to grant Veterans Broadcasting Co.'s application for the channel which, under the same decision would be vacated by KTHT Houston. Van Curler asked:

> If the Commission is to be consistent in its reasoning with Van Curler, should not action have been withheld on the Durham and Houston grants to Public Information Corp. and Veterans Broadcasting Co. to allow time for the filing of competing applications for the local frequencies involved? . . . Why does the public interest require that a waiting period for competing applications be established when the uncertainty of the WOKO litigation is resolved, but not when the FCC itself initially resolves the availibility of contingent frequencies?
>
> The adoption of the memorandum opinion on Van Curler sets a dangerous precedent which will certainly undermine future administration of the Commission's functions. The effect will be that no one will file for the frequency of a station whose renewal application has been denied until litigation concerning that denial has been finally concluded. Moreover, litigation by the station whose renewal has been denied will be encouraged because the station may now confidently expect to continue in operation not only until the conclusion of appeal but for a substantial period thereafter.

The petition was filed by John P. Southmayd of Fisher, Wayland, Duvall & Southmayd, and Thurman Arnold and Abe Fortas of Arnold & Fortas, Washington counsel for Van Curler.



HE IS A "HAS-BEEN"

This Texas longhorn, once the patriarch of the plains, now has a home address of "City Zoo, San Antonio." His kind were once the big bosses in the cattle business—the king of the cow country—the breed of animal around which Texas history was written.

Like a lot of has-been favorites, the Texas longhorn is no longer the leader in his field. Cattle people found that there were better breeds and they forsook the longhorn for the shorthorn steer and for the Brahma cow.

Much the same thing is happening in Texas radio. Some of yesterday's favorite stations—still doing business in the same out-moded way—find listeners looking elsewhere for new and smoother programs, and for improvements in the way of serving the people in this part of the Nation.

"Texas' Fastest Growing Radio Station" has proved itself a favorite on the way *up*. With 50,000 watts on 680 kc, the service and entertainment that rides its strong signal into 105 "King-Sized" Texas Counties, has become a part of people's lives in an area that includes 594,011 radio families.

Be sure your advertising is placed on a favorite of *growing* popularity. In San Antonio, the smart money is on that fast-growing favorite—Radio Station Kabc.

AMERICAN BROADCASTING CO.
TEXAS STATE NETWORK

WEED AND COMPANY
Representatives

THE HEART OF TEXAS
BELONGS TO—

Kabc
SAN ANTONIO

50,000 WATTS, DAY
10,000 WATTS, NIGHT

CHARLES W. BALTHROPE
Station Manager

FIFTY THOUSAND WATTS ON SIX HUNDRED EIGHTY KILOCYCLES DOES THE JOB

It Duz the Trick

THE SPOT campaign of Procter & Gamble's "Duz" placed through Compton Adv., New York, has been so successful in promoting the slogan "Duz does everything" that the Ringling Bros. and Barnum and Bailey Circus has added a Duz act this year. The act consists of a clown-magician who fails in his efforts to change a man into a horse until he sprinkles the man with huge flakes of Duz, which does the trick.

Ten Massachusetts Radio Stations Get Peabody Citations For Public Service

CITATIONS for meritorious public service by Massachusetts radio stations were presented last Thursday night by the Massachusetts Committee of the George Foster Peabody Awards for Radio, at a dinner at the Copley Plaza Hotel in Boston.

Dorothy Kraus, Committee chairman, made the presentations to the following winning stations and programs in seven classifications:

1. Contribution by a station of 1 kw or more to the welfare of the area—WEEI Boston, "Sex Guidance for Youth," presented in cooperation with Massachusetts Society for Social Hygiene; honorable mention to WLAW Lawrence for "News Digest of the Air," with Jack Stevens, commentator.
2. Contribution by station of 1 kw or less—WSPR Springfield, "Understanding the Peace," with Hubert W. Kregoloh, commentator.
3. Reporting and interpreting news—WBZ Boston and WBZA Springfield, "Frontline Headlines," with John Barry, commentator.
4. Entertainment in drama—WCOP Boston, "Theatre Guild on the Air," sponsored by U. S. Steel Corp.
5. Entertainment in music—WBZA and WBZ, Sunday at 4:30, with Arthur Fiedler conducting, sponsored by First National Bank of Boston.
6. Educational program—WBZ and WBZA, "Listen and Learn" series, presented in cooperation with Massachusetts Dept. of Education.
7. Children's programs—WCOP Boston, "The Children's Songbag," Voltairine Block, originator.

FORD WINS as representatives of Commonwealth Edison and Ford Motor Co. flip a coin to see which of the two co-sponsors of the Chicago Cubs home games televised on WBKB Chicago will get the first game. (L to r) George B. Bogart, vice president of J. R. Pershall agency, representing Edison; Henry A. Houston of J. Walter Thompson Co., representing Ford, and Capt. Bill Eddy, director of WBKB.

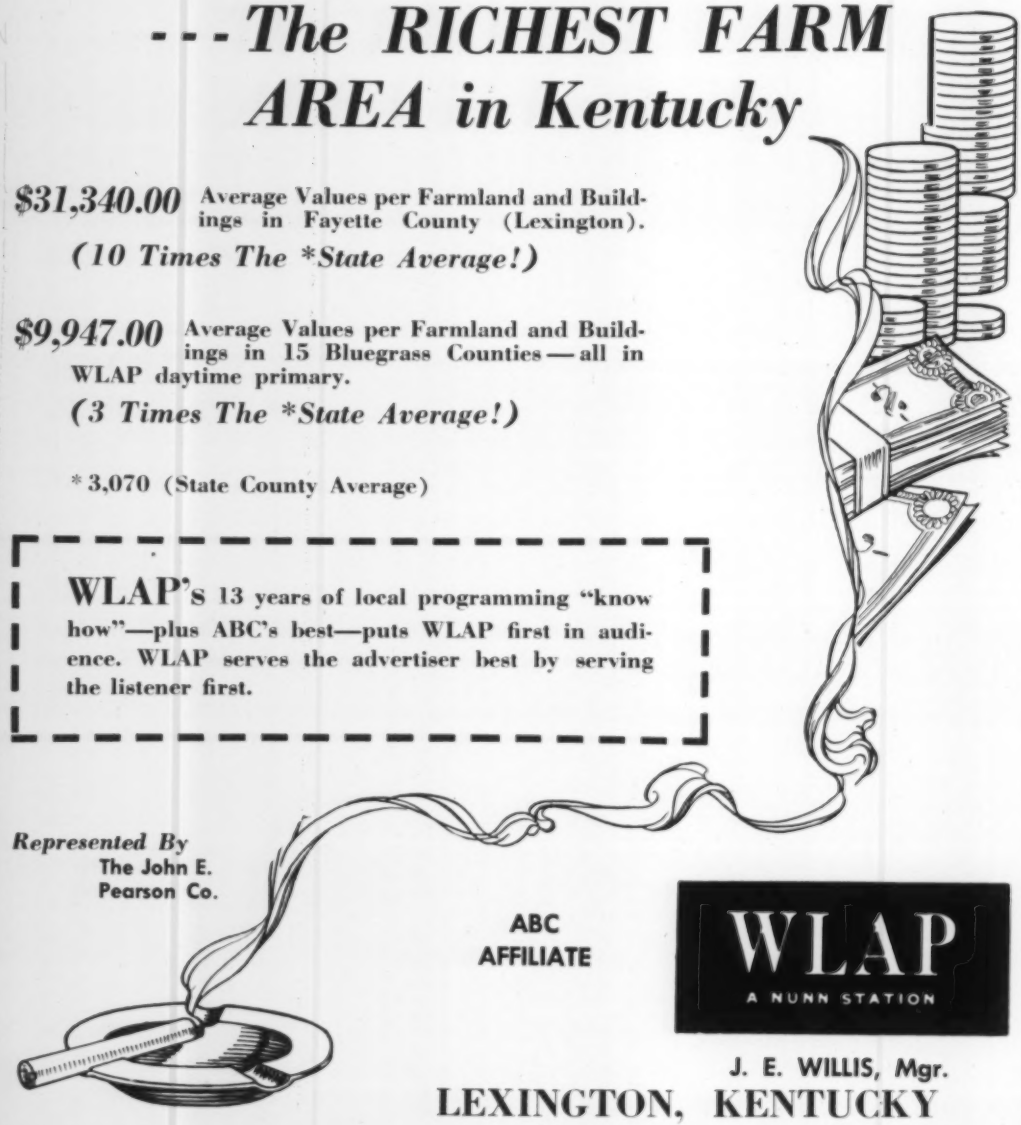
Lexington's Bluegrass ---The RICHEST FARM AREA in Kentucky

$31,340.00 Average Values per Farmland and Buildings in Fayette County (Lexington).
*(10 Times The *State Average!)*

$9,947.00 Average Values per Farmland and Buildings in 15 Bluegrass Counties — all in WLAP daytime primary.
*(3 Times The *State Average!)*

* 3,070 (State County Average)

WLAP's 13 years of local programming "know how"—plus ABC's best—puts WLAP first in audience. WLAP serves the advertiser best by serving the listener first.



Represented By
The John E. Pearson Co.

ABC AFFILIATE

WLAP
A NUNN STATION

J. E. WILLIS, Mgr.
LEXINGTON, KENTUCKY

LEXINGTON'S BLUEGRASS IS THE WORLD'S LARGEST LOOSE-LEAF TOBACCO MARKET.

KPO IN SAN FRANCISCO OBSERVES 25TH YEAR

A QUARTER of a century of service was celebrated by KPO San Francisco, NBC owned, on April 17. John W. Elwood, general manager, Gov. Earl Warren and San Francisco Mayor Roger Lapham opened the two-hour anniversary broadcast with brief messages. Other remarks came from R. B. Hale, of Hale Bros., San Francisco department store, original owners of KPO, and Bill Chandler, associate editor of the *Chronicle*, at one time a co-owner of the station.

A special pickup from Hollywood included a number of microphone stars, who got their start on KPO. John Thompson, KPO news manager, also took part.

Stressing closer newspaper-radio affiliation, Mr. Chandler of the *Chronicle* said: "We at the *Chronicle* have a big interest in radio and are great believers in the value of radio-newspaper cooperation. We certainly do not join with those who fear radio either wants to or is going to put the newspaper out of business. It is rather our thought that publishing is the business of getting information before the people and if time develops a better system than the one presently employed, we will still be in the publishing business even though this may mean the employment of different media."

KFMB-FM, First San Diego FM Station, Makes Debut

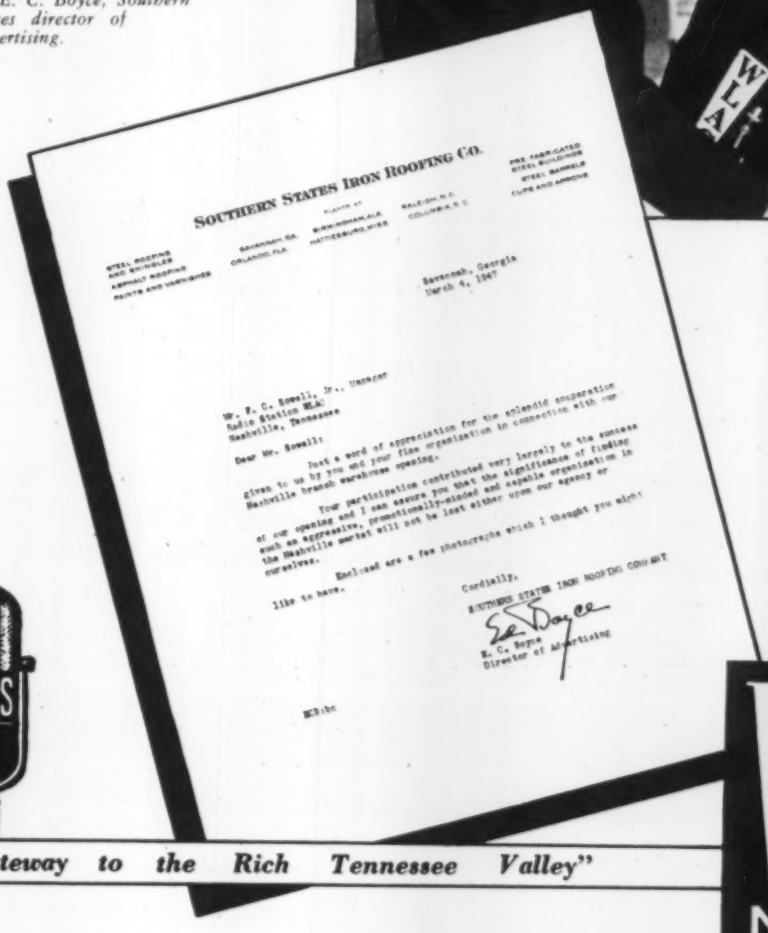
SAN DIEGO's first station, KFMB-FM, has begun broadcasting on a 12-hour daily schedule according to an announcement last week by owner Jack O. Gross, who also owns and operates KFMB.

Station plans to present a series of 50 FM demonstrations in the San Diego area under the direction of KFMB's public service director, John Bainbridge. Mr. Gross has offered the series to all civic organizations, schools and colleges.

A new industry comes to NASHVILLE and radio shares in the welcome!

RIGHT: *(l to r) Southern States' Charlie Foster, WLAC's Charlie Roberts, and Nashville's Mayor Tom Cummings broadcast the formal opening.*

BELOW: *Letter sent to WLAC by E. C. Boyce, Southern States director of advertising.*



SOUTHERN STATES IRON ROOFING CO.

Savannah, Georgia
March 4, 1947

W. P. G. Sowell, Jr., Manager
Radio Station WLAC
Nashville, Tennessee

Dear Mr. Sowell:

Just a word of appreciation for the splendid cooperation given to us by you and your fine organization in connection with our Nashville branch warehouse opening.

Your participation contributed very largely to the success of our opening and I can assure you that the significance of finding such an aggressive, promotionally-minded and capable organization in the Nashville market will not be lost either upon our agency or ourselves.

Enclosed are a few photographs which I thought you might like to have.

Cordially,

SOUTHERN STATES IRON ROOFING COMPANY

E. C. Boyce
Director of Advertising

ECB:bc

Thanks for those kind words, Mr. Boyce . . . "aggressive" and "promotionally-minded" are part of WLAC's private Ten Commandments. We think that's one of the reasons WLAC is so dominant in its field. However, such words of praise from a live wire outfit such as Southern States is a compliment indeed . . . so thanks!

50,000 WATTS

WLAC
NASHVILLE

Represented by the Paul H. Raymer Company

CBS

"Gateway to the Rich Tennessee Valley"

Some Plain Talk About Facsimile

Manufacturer Milton Alden Sees Bright Future For Medium

By MILTON ALDEN
President, Alden Radio Products Co.

THE AMERICAN system of radio exists because advertising pays the bills but advertising is effective only as it gets attention and today, as never before, there is a tremendous amount of competition for people's attention.

Newspapers and magazines quote their circulation figures with tongue in cheek, particularly when they quote figures citing multiple ownership. This is not because circulation figures are not certified, but because the time the subscriber or reader gives to any publication is less than it used to be.

Main distracting factors are the automobile, moving pictures, sports, and other entertainment fields. The effect of the law of diminishing returns will sooner or later become evident to many advertisers.

At some point, radio set saturation will be reached and demand level off. Television will have its opportunities and in many areas be big business; nevertheless, only when television is viewed does it get attention and earn advertising dollars.

In manufacturing, we sometimes have "pot boilers"—the products that earn the overhead with the specialties making most of the profits. Facsimile can be radio's "pot boiler" if it doesn't try to be all things and overreach or oversell itself.

The success of audio radio has often been attributed to its not requiring undivided attention. Facsimile does not require constant attention or even the presence of anyone while the facsimile programs are being received.

What is received does remain *to be read* and any advertisement recorded by facsimile cannot fail to have attention. In fact, facsimile can march in and rate tops in effectiveness as it can guarantee undivided attention for each advertisement recorded.

Not Entirely Free

As facsimile is not an entirely free service, it is logical to assume that one will read what one takes the trouble to have recorded. Besides extending radio's effectiveness as an advertising medium, it will create the need for more sets, thus postponing the point of saturation.

It seems logical that no permanent standards should be set until extensive field tests have been made with high grade programs of different copy widths, such as four, eight or perhaps larger, as in the Alden 18-inch recorder.

Analyzed from many angles and considering the mass market in particular, paper widths four or five inches recording a 4.1 inch line, at 3.43 inches a minutes, seems to involve the least risk in programming and in cost.

At this rate, the copy will come out as fast as one can read; the recorder itself takes up little room; the amplifier needed can be of lower rating; the motor less expensive than would be the case with recorders using double the area of paper.

Recording can be fan-fold or cut in pages, but by coming from the recorder in continuous lengths four inches wide the copy can easily be read straight across the paper. This idea is based on years of experience with the Dow Jones news ticker.

Where the reading matter is straight across the paper, one subject is covered at a time. Side advertisements and end ads do not prevent easy reading of the adjacent copy. Such ads are sure to get undivided attention.

Pocket size magazines have shown that small pages tell as much and bring as much revenue at a quarter of the paper cost of the larger magazines. One foot of paper doing the work of two means half the paper cost.

Cost of Paper

Perhaps not over a total of 15 tons of the continuous recording paper suitable for home recording have been produced to date and thus prices quoted as to the eventual cost of facsimile paper are still on an estimated or experimental basis rather than one of experience.

On 8 or 9 inch paper, $1 a roll has been estimated as a possible eventual cost of paper in the instances where paper is not put on a subsidized basis, but to date there is presumably no costing or pricing of paper based on any great manufacturing experience, including packaging and distribution.

But let's assume that eventually the paper, packaged and delivered to your home, costs 50 cents per 100 feet, in the 9½ inch width for recording 8.2 copy. At the rate of 3.5 inches a minute, it will cost approximately 1/6 cent a minute, or 10 cents an hour.

Thus a five minute program costs 5/6 cents for paper; a 15 minute program 2.5 cents.

It is obvious that even cutting this price in half and in the providing of programs, 4.1 inch width has everything in its favor.

The logical conclusion is that program risk will be less with a 4.1 inch program than with the 8.2 inch width. These advantages can be briefly summed up as follows:

1. The paper advance of approximately 3½ inches per minute is an excellent rate for easy reading and from the standpoint of record reconstruction.

2. The 4.1 inch width allows one subject at a time to be treated.

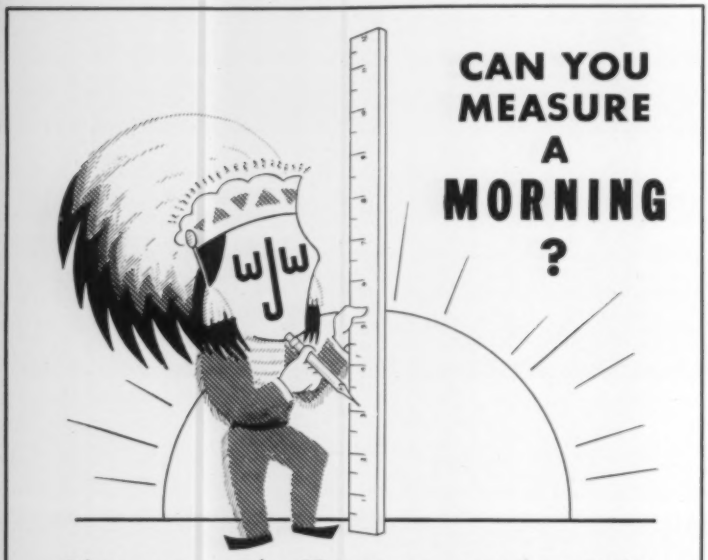
3. It allows the program to be interrupted for special bulletins, news flashes and picture shots without spoiling the continuity.

4. It also provides for a brief condensation of long copy, indicating when the more lengthy and complete text will be sent.

5. Recording across the page does not require transmitting copy to be set by pages with the attendant difficulty of indicating where and when it will be continued, if too long for one page.

6. Advertisements are almost sure to be read because they own the whole of the column width.

7. The cost of paper is kept at a minimum.



Of course not . . . but Hooper surveys can measure the multitudes of listeners who daily tune to WJW. And—according to the latest Hooper, WJW is still out front with the largest morning audience in Cleveland!

Advertisers know what the Hoopers show . . . morning or afternoon, CLEVELAND'S CHIEF STATION delivers more listeners per dollar than any other station . . . every dollar delivers a full measure in profits!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Citizen's Plea

ALBERT L. WARNER, WOL-Mutual Washington news chief, recently received a letter routed to him by way of the U. S. Senate Post Office, addressed to "Senator" Albert Warner. Letter asked Mr. Warner to please do something about the high cost of living and to please lower taxes. Signed by "a citizen," letter stated, "I will have to go on relief if you don't reduce taxes."

PHILCO NAMES OTTER TO TOP SALES POST

PROMOTION of John M. Otter to the position of general sales manager of Philco Corp., Philadelphia, was announced last week by Thomas A. Kennally, vice president in charge of sales.

Mr. Otter joined Philco in 1926 and has been sales manager of the radio division for the last three years. He was appointed manager of the firm's Detroit office in 1937 and at the same time was named general manager of the Chicago branch of Philco Distributors Inc.

WJLS Expands

WJLS Beckley, W. Va., May 1 increases from 250 w to 1 kw on 560 kc. Station has installed new Western Electric transmitter; while operating with full 1 kw power daytime, power will be reduced to 500 w directional at night. George A. Hartrick, formerly with WTAM Cleveland and WCOP Boston, has joined WJLS staff as program director. Hugh Sanders, formerly with WNEW New York, has been added to WJLS's announcing staff.

ANYBODY GOT A STADIUM TO RENT?

Upderwood-Stratton

WFBR IS BALTIMORE

Just recently at WFBR, Baltimore, the backlog of ticket requests for the Gunther "Quiz of Two Cities" had piled up to 6,000 for this high rated show (Ratings from 35 low to 78 high in the past eight years).

So WFBR has had to hire the Lyric Theatre (capacity over 3,000) to take care of this extraordinary demand. Although this show is currently a success in pairs of cities across the nation, it *originated* at WFBR and enjoys its highest rating here.

This is just further proof that WFBR is radio in Baltimore. For WFBR is a living, breathing radio station—not just a spot on a dial. WFBR offers all the glamor of Radio City in smaller replica—studio audiences—product displays—all the plusses that smart advertisers want and buy. It pays to advertise on Radio Station WFBR. Ask the Blair man or write WFBR, Baltimore.

MEMBER—AMERICAN BROADCASTING CO. • NATIONAL REPRESENTATIVE—JOHN BLAIR & CO.

WFBR

MANAGEMENT

ELMER WILLRICH, salesman with WTMV E. St. Louis, Ill., has been appointed assistant manager of station.

BERNARD CORRIGAN, general manager of KOWH Omaha, in addition to present duties, has been appointed sales manager of KOAD Omaha, FM outlet of KOWH. Mr. Corrigan has been general manager of KOWH since 1943.

Mr. Corrigan

EDWARD BROWNING Jr., manager of WLAT Conway, S. C., has resigned to become manager-program director of WLBF Leesburg, Fla., new station expected to begin operations June 1.

JOHN E. RIESEN, station manager of KVSO Ardmore, Okla., is the father of a boy, John Meyer.

LESTER W. LINDOW, general manager of WRNY and WRNY-FM Rochester, N. Y., has been named public relations officer for newly activated 98th Infantry Division of New York State.

MARION CLAIRE, star of "Theatre of the Air" program, sponsored by Chicago Tribune on WGN Chicago, makes final appearance on show, May 31, leaving to devote full time to managership of WGNB Chicago, Tribune FM station.

IVOR SHARP, general manager of KSL Salt Lake City, and **DAN VINCENT**, KSL auditor, are recovering in hospital from injuries sustained in auto collision.

MRS. THAIS (Billie) O'BRIEN, confidential assistant to FCC Chairman Charles R. Denny, resigning May 1 for private life and will be succeeded by Mrs. Farrell McGonigal, now secretary to the Chairman.

Joy Manages KCMJ

DICK JOY, co-owner of KCMJ Palm Springs, Calif., and freelance Hollywood announcer, has taken over management of the station succeeding Clinton Jones, who resigned to join the commercial department of KFAC Los Angeles. Mr. Joy expects to continue his Hollywood announcing. John Clowes, KCMJ technician, was named assistant to Don McBain, chief engineer and co-owner. Announcer Jack Donahue has been appointed commercial traffic manager. Hal Davis, formerly of KHUB Watsonville, Calif., has joined KCMJ as announcer.

Mayborn Wed

FRANK W. MAYBORN, president of KTEM Temple, Tex. and part owner of the Volunteer Broadcasting Co., applicant for a new station in Nashville, Tenn., was married in Washington last week to Wythel Loueen Killen, of Washington and Bowling Green, Ky. The bride was formerly secretary to Sen. Alben Barkley (D-Ky.).

Moore in New Post

TRACY MOORE, formerly of NBC's sales staff and former manager of ABC West Coast sales, has been appointed Western sales manager for Radio Advertising Co., Los Angeles and San Francisco.

COLORADO's radio libel bill is signed by Gov. Lee Knous in the presence of a number of Denver station representatives, including State Representative Ben Bezoff (seated r), KMYR, who introduced measure. Standing (l to r) are: Al Meyer, manager, KMYR; Hugh Terry, manager, KLZ, and director, district 14; Lloyd Yoder, manager, KOA; Duncan Pyle, manager, KVOD; Frank Bishop, manager, KFEL. The libel bill is designed to protect stations and personnel against damage suits brought because of alleged defamatory statements made during any broadcast [BROADCASTING, April 21].

COMMERCIAL

TOM MITCHELL, formerly of WCKY Cincinnati, Ohio and recently commercial manager of WTIK Durham, N. C., has joined WRAL and WRAL-FM Raleigh, N. C., as commercial manager.

GAYLORD HARDING, of Chicago office of William G. Rambeau Co., station representative, has been transferred to San Francisco to assume managership of company's office there.

CLIFF ENGLE, formerly in production division of KGO San Francisco, and recently sales executive of C. P. MacGregor Co., Hollywood transcription library service and producer, has been appointed San Francisco manager of Homer Griffith Co., station representative.

JOHN T. BRADLEY, account executive of KECA Hollywood, May 1 shifts to KFI Los Angeles in similar capacity.

JOHN EVANS has rejoined sales staff of KIRO Seattle.

JACK THAYER, former staff announcer of WLOL Minneapolis, and recently with Telex Products Co., that city, has rejoined WLOL as account executive.

STERLING V. COUCH, traffic manager of WDRC Hartford, Conn., has been elected second vice chairman of Hartford Tuberculosis and Public Health Society, and chairman of 1947 Christmas Seal Drive.

EMMA MAE LYSLE, of accounting department of KYW Philadelphia, and William Stewart planned to be married April 26.

BURN-SMITH Co. has been apopointed national representative for WKYW Louisville.

ARTHUR KELLER, formerly with WQAM Miami, Fla., has joined sales staff of WFAS White Plains, N. Y.

AVERY-KNODEL Inc. has been appointed exclusive national sales representatives of WMBR Jacksonville, Fla., effective May 1.

ROBERT CHRISTOL, musical director of WIZE Springfield, Ohio, has been named assistant program director in charge of traffic.

JOHN J. JORDON, formerly with sales staff of BBC and recently of WGBS Miami, Fla., has joined sales staff of WINZ Hollywood, Fla. **JACK PULLIAM**, formerly of special events staff of WQAM Miami, and previously program director for WINZ, has rejoined WINZ as member of sales staff. **SIDNEY KIRSCH** and **HILLIARD AVRUTIS**, both veterans, also have joined station's sales staff.

PAN AMERICAN BROADCASTING Co., New York has been appointed representative of Shanghai, China, government commercial station.

EUGENE THOMAS, sales manager of WOR New York, and president of Ad Club of New York, April 23 addressed 30th anniversary dinner dance of Assoc. Motion Picture Advertisers, on subject, "Your New Advertising Medium —Television."

GRANT POLLOCK, veteran radioman, has been named sales manager of KSMO San Mateo, Calif.

ROBERT KRIEGER, account executive at WQXR New York, is the father of a girl, Ellen Roberta.

GUSTAV K. BRANDBORG, commercial manager of KVOO Tulsa, will lead discussion on national spot sales for Dallas Sales School, sponsored by Fred A. Palmer Co., Cincinnati [BROADCASTING, April 14], being held April 28 to 30. **BILL KNODEL**, of Avery-Knodel Co., will be co-chairman with Mr. Brandborg for this course.

BEULA GOLDFEIN, traffic manager of WSTV Steubenville, Ohio, has been named office manager of station.

Complete **SPORTS COVERAGE**

in the Great Northeast

THE WGY

SPORTS RECORD

Six nights weekly between 6:30 and 6:45 p.m., sports-minded listeners in the WGY area (Central and Eastern New York and Western New England) tune to WGY for the "WGY Sports Record" with George Miller and Bill Pope. Pope and Miller know what they're talking about—they're editors of the Northeast's only all sports newspaper—"The Dorp Sporting News."

Currently sponsored two nights weekly, the four remaining programs will be at a premium with the 1947 baseball season opening soon. For complete details write WGY or your nearest NBC Spot Sales office, today.

Represented Nationally by NBC Spot Sales

NBC Affiliate

50,000 watts **WGY** Schenectady, N. Y.

GENERAL ELECTRIC

WHERE'S CASEY?

making COVERAGE count!

● In Radio, size will give you the coverage, but the coverage doesn't mean a thing without AUDIENCE. And when it comes to audience . . . that's where WSPD makes COVERAGE COUNT! How? By the simple formula of giving the listener the type of programs he wants to hear. As an example, in addition to our many popular local shows, *WSPD carries 11 of the top 15 audience shows in America!

That's why time-buyers know that when they use WSPD they get both—COVERAGE AND AUDIENCE!

**(Hooper—March 1 to 7, 1947)*

A FORT INDUSTRY STATION

JUST ASK KATZ

A QUARTER CENTURY • THE VOICE OF TOLEDO

WSPD TOLEDO, OHIO

A Fort Industry Station

5000 Watts · NBC

THE SECOND FIVE MONTHS OF WCKY I

In April 1946, WCKY inaugurated Audienc
music and news 7 days a week. You
first five months. Now look at t

SECOND FIVE MONTHS OF BI

DAYTIME, MONDAY THRU FRIDA

OCT. THRU FEB. 1946

SETS IN USE	WCKY	A	B	C	D	OTHERS
19.7	2.6	3.3	3.3	7.2	3.1	0.2

OCT. THRU FEB. 1947

SETS IN USE	WCKY	A	B	C	D	OTHERS
19.4	4.0	2.5	3.3	6.4	3.1	0.1

EVENING, MONDAY THRU FRIDA

OCT. THRU FEB. 1946

SETS IN USE	WCKY	A	B	C	D	OTHERS
30.7	4.6	4.0	6.3	12.2	3.3	0.3

OCT. THRU FEB. 1947

IN USE SETS	WCKY	A	B	C	D	OTHERS
33.1	6.7	4.0	6.7	10.9	4.7	0.1

NIGHTTIME 8:00 PM TO

WCKY presents its famous mailpulling Jamboree
appeal. This program has a loyal list
Nighttime Intense Listening

MAIL ON WCKY JAMBOREE PROGRAM

OCT. THRU FEB. 1946
156,462 pieces

OCT. THRU FEB. 1947
385,176 pieces

WHETHER IT'S DAYTIME, EVENING OR NIGHT,
INVEST YOUR AD DOLL

WCK

The L. B.. W

FIFTY THOUSAND WATTS

Call Free & Peters For

INDEPENDENT BLOCK PROGRAMMING

dience Appealing Block Programming of
k. You have seen the story on the
oks at the Hooper Study on the
S OF BLOCK PROGRAMMING

RU FRIDAY, 8:00 AM TO 6:00 PM

WCKY IS EXCEEDED IN DAYTIME AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION "C".
WCKY HAS INCREASED ITS SHARE OF THE AUDIENCE IN CINCINNATI 63% IN 1947 OVER 1946.

RU FRIDAY, 6:00 PM TO 8:00 PM

WCKY IS EXCEEDED IN EVENING AUDIENCE IN CINCINNATI ONLY BY NETWORK STATION "C".
WCKY INCREASED ITS SHARE OF THE CINCINNATI AUDIENCE 36% IN 1947 OVER 1946.

0 PM TO 12 MIDNIGHT

Jamboree program with rural and small town
loyal listening audience in WCKY's
listening Area of 13 States.

WCKY INCREASED THE MAIL PULL OF THE JAMBOREE 61% IN 1947 OVER 1946.

IGHT, WCKY IS THE BEST BUY IN CINCINNATI.
DOLLARS WCKY's-ly!

CKY

Wilson Station

ATTS OF SELLING POWER

ert For Availabilities

Editorial

Hour of Need

OVER THE DIN and clatter of radio's professional and amateur critics, there was heard last week a calm, serious voice. It was the voice of Gov. Beauford H. Jester of Texas, addressing the 13th NAB district meeting in Houston. To quote:

As Governor of Texas, I am grateful for this opportunity to . . . thank you for the superb public service you have rendered the people of Texas in our recent tragic disasters—the cyclone in the Panhandle . . . and the catastrophic explosion at Texas City . . .

The magic speed of radio quickly gave to people everywhere the news of these disasters. It sped up the relief and aid needed by these stricken communities. Radio's graphic reporting enabled our people to know the nature of the damage and suffering that had been inflicted. Radio's appeal for the help needed facilitated quick relief and aid to these places of death, damage and destruction.

The voice of men describing the suffering, sorrow and loss of fellowmen heard over radio by men and women with ears attuned and sympathetic heart caused people everywhere to be moved with compassion and sympathy and impelled many to send money and things thoughtful in the hour of need.

Let the writers of the Blue Book, and those who applaud it heed those words. These are the inspired words of a man who stoically bears a heavy burden. Let those who damn radio for its commercials, and soap operas, lend an ear too. The "commercials" were for donations for succor and relief. Regular commercials were out. There were continued stories too—stories of suffering and violent death.

That service was rendered spontaneously as a matter of duty by commercial stations, operating under the American Plan. It took no Blue Book calculations of commercial vs. sustaining or Government fiat to get action. Action started then, as it has so many times in the past, when circumstances called for it. That is the way of free enterprise. That is the tradition of a free American radio.

Funny Business

FRED ALLEN, for years bad boy of the NBC censors and darling of the Hooper ratings, has taken a lot of normally intelligent people for suckers in his latest press agent stunt. The facts are these: Allen's show had been rehearsed and timed. Certain portions had been deleted. When he went on the air he used parts which had been marked out and was promptly cut off the air. Millions of listeners twiddled their dials and wondered.

Their questions were answered when Monday's papers carried an Allen-released story quoting deleted lines which kidded NBC vice presidents.

Later Hope and Skelton tried the same thing, got the same treatment and cashed in on the free promotion which Allen had enjoyed.

Sunday a special Hooper will be taken of the Allen program because his sponsors foresee a boom in listeners.

But American radio didn't achieve its present stature by permitting performers to run their business. There must be authority and discipline. Radio has a responsibility as to what fare is sent into the nation's homes. That isn't delegated to the performer, the advertiser or his agency.

Squads Right?

COMMISSIONER DURR is perturbed.

He showed it in his dissenting opinion in the Chicago FM cases, when he accused his colleagues of defaulting on the Blue Book, and of lowering program standards. He showed it again a few days later in his speech to a group of the religious press assembled in New York, when he lashed out, among other things, at President Truman's order to remove "disloyal" officials and employes from Government [BROADCASTING, April 21].

There are some encouraging implications in his FM dissent, and they are no less pertinent in the light of his New York speech. High among the attributes ascribed to him are liberalism and persuasivenness. Those who think him liberal will have no reason to dilute their definition of the term as a result of his speech in New York. He can still play left field on anybody's ball team. But we can not find, in the restrictive impositions of the Blue Book, the same unfettered freedom he lauded in New York. We do find it encouraging to note, from his FM dissent, that there are limits at least to the persuasiveness which often has led FCC on so-called "liberal" excursions.

If the Chicago FM case might be construed as meaning that the Commission majority is now shying away from the brand of "liberalism" which inspired and motivates the Blue Book, all radio could be further encouraged. It must be remembered, however, that the majority's one denial was on Blue Book issues [BROADCASTING, March 17].

Mr. Durr contends the Commission is retreating from the Blue Book. Complete withdrawal is the only action which will wholly satisfy the Communications Act. It is perhaps too much to hope that seven men, having once arrogated it, would willingly renounce the power to give or withhold licenses according to their own particular interpretation of what 150,000,000 listeners should hear. But in the absence of complete withdrawal, each retreat is in the direction of lawful administration—and, if it be necessary to commend steps toward operation within the law, should be commended.

A Job Well Done

THE MEMORY of man is fleeting. Even the inexorable advance of the stalking Jap in the final days of Bataan seems far away. So, too, do the events that led to the birth of an idea in Donald Nelson's office just five years ago—the idea that Chester LaRoche, Harold Thomas and Paul West proposed to help the nation in its period of trial. There was born the War Advertising Council, a joint media movement that did the biggest advertising job in history, and is still operating.

Lest the achievements of broadcasting and other media be forgotten, the Council has proclaimed a Fifth Anniversary celebration, for the first week of May. The Council believes the broadcasting record — over 130,000,000,000 listener-impressions for its programs alone, with a minimum dollar value of $400,000,000 plus—is one of which all broadcasters and radio advertisers can be proud.

But the job is not done. The Council has become an established peacetime institution, coordinating worthy causes that all media might serve their country.

American business has tested and proved that the advertising weapon can strike a mighty blow for democracy. It will continue to serve a nation of free Americans, and broadcasting will continue to set the pace in public service.

Our Respects To—

WILLIAM GEORGE HAROLD FINCH

SINCE JUNE, a New York FM station, WGHF (for William George Harold Finch) has been broadcasting print and pictures daily over the air waves. This is the realization of a wispish dream which Mr. Finch has tenaciously pursued through the vagaries of years and despite the interruptions of a war that took him to Africa, the Middle East and Europe.

But Captain Finch's dream of mass transmission of newspapers and magazines by radio is far from culmination. Ambitious plans are being made. One of these involves Aristide Blank, publisher of *France Soir* and other newspapers from Belgium to Algeria, who has been licensed by Finch Telecommunications, Mr. Finch's firm, to use Finch equipment in blanketing this area with broadcast news copy.

Born in Birmingham, England, June 28, 1895, Mr. Finch came to the United States in 1906 and lived in Cincinnati, Ohio, where he attended high school prior to taking an electrical engineering course. He worked for the Cleveland Electric Illuminating Co. in 1916-17, then studied radio communications at Marconi Institute in New York. When the United States entered World War I he joined a field artillery regiment of the New York National Guard, and was acting chief signal officer at the time of his discharge.

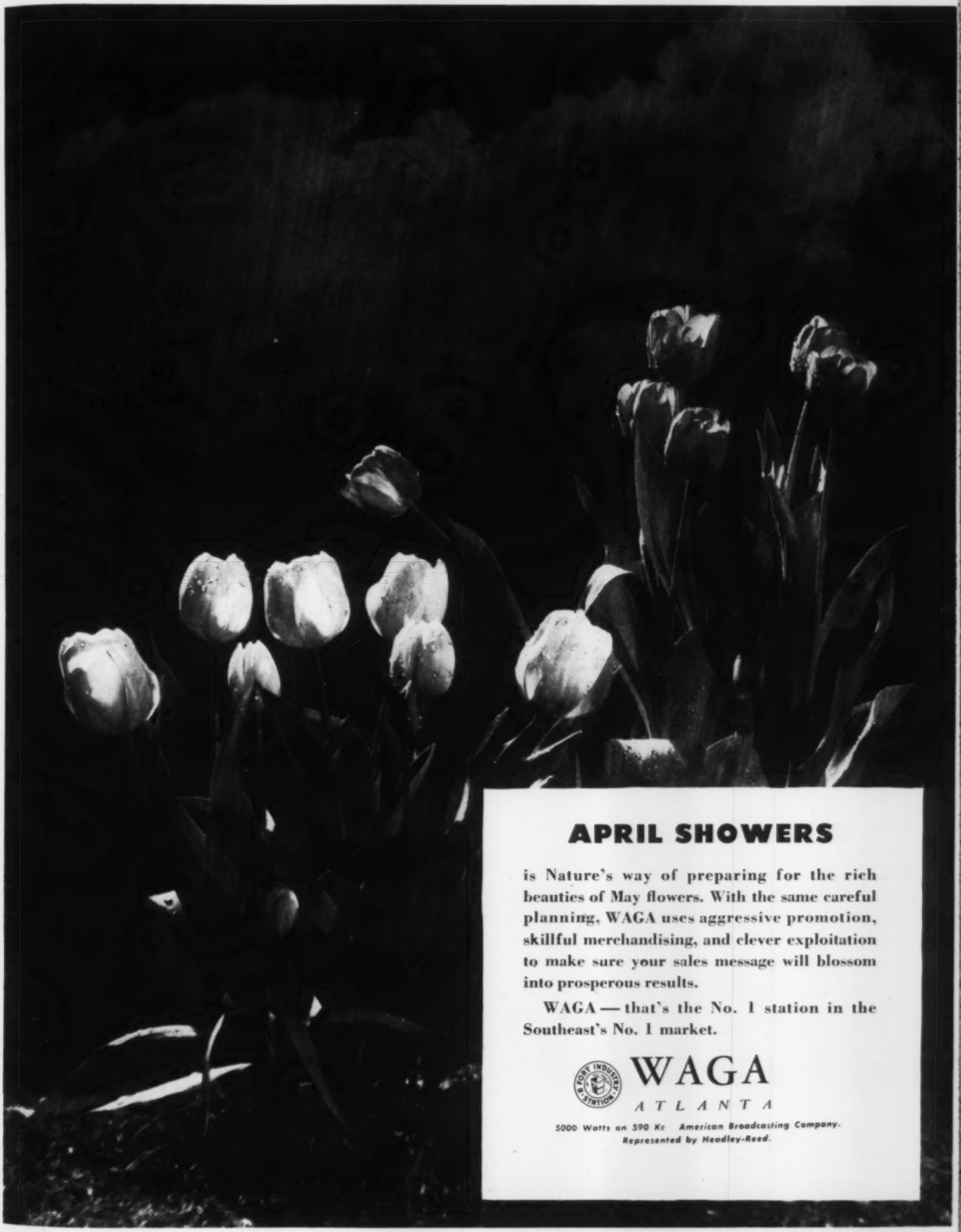
After the war Mr. Finch attended Columbia U. and by 1923 had completed a special course in radio engineering and patent law. Already interested in facsimile and "telepictures," Mr. Finch held down a variety of engineering jobs and some nonengineering ones—including the radio editorship of the New York *American*—until he was able to launch his facsimile ventures. At one time he was vice president of WCAE Pittsburgh.

In 1931 he served as communications aid on the Wilkins-Ellsworth Transarctic Expedition, which ventured into polar regions on the submarine "Nautilus."

The following year his fame as a communications expert crystallized in his demonstration of the first radio typewriter press circuit between New York and Chicago, and in 1933 he staged a similar demonstration between New York and Havana. He represented the United States and American scientific societies in international radio conferences at Madrid in 1932 and in Mexico City in 1933.

He had served with the FCC as assistant chief engineer and head of the telephone engineering division, but withdrew in 1935 when

(*Continued on page 50*)



APRIL SHOWERS

is Nature's way of preparing for the rich beauties of May flowers. With the same careful planning, WAGA uses aggressive promotion, skillful merchandising, and clever exploitation to make sure your sales message will blossom into prosperous results.

WAGA — that's the No. 1 station in the Southeast's No. 1 market.

WAGA

ATLANTA

5000 Watts on 590 Kc American Broadcasting Company
Represented by Headley-Reed.

The French call it "raison d'etre", but whatever the language . . . a "reason for being" must be present in the *most effective* language in a singing spot. Just plain "jingle" isn't enough! Our "SINGING BOOTBLACKS" on 105 stations for O'SULLIVAN HEELS illustrates our point. We originated these spots for the Justin Funkhouser Agency. They merchandise "li'l Aubrey, the shoe-shine boy with the boogie beat" in shoe repair shops all over the country! It's a natural! We can build a spot with a "reason for being" for you . . . using only top-notch talent at moderate fees for national and local advertisers. Let us tell you about our latest unusual spot ideas!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS "QUIZ OF TWO CITIES"

2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

Respects

(Continued from page 48)

Finch Telecommunications was organized. From then on he concentrated on developing a system of broadcast facsimile synchronized perfectly enough for print and pictures to be sent along with words and music. First such equipment was demonstrated in 1937. Although they had "bugs" to be worked out, a number of broadcasters were interested.

Meanwhile Mr. Finch's work on commercial facsimile, two-way machines to take the place of the teletype and handle pictures and text together, advanced rapidly. He even succeeded in transmitting pictures across the country in full color.

In November 1941 he was called to active duty in the Navy, in which he had maintained a reserve communications commission for a number of years. By the time the war was over, he had been to Iceland, Greenland, England, Africa, Europe and the Middle East on important missions. He was twice promoted, emerging as a captain and received the Legion of Merit from President Truman. Meanwhile Finch Telecommunications converted to production of radio and radar devices for the armed forces. Both the firm and its head received Presidential recognition for their war contributions.

Despite his absorption in engineering, Mr. Finch has plenty of other interests. He is a camera fiend for one thing, eternally buying new lenses and filters and trying all those difficult shots that the camera magazines feature.

He is a member of the Institute of Radio Engineers, National Safety Council (engineering section), American Institute Electrical Engineers, American Physical Society, Franklin Institute, Military Order of the World War. He is a Protestant and a Mason.

His clubs include: Lotos, Bankers, Army and Navy (N.Y.), Army and Navy (Washington), Crown Point Country, Columbia Yacht, Radio Club of America and Masonic (Buffalo, N. Y.).

Yet in spite of it all he manages to get home for dinner practically every evening at "Elfin," his 115-acre farm at Newtown, Conn.

Fond of the theatre and an enthusiastic first nighter, Mr. Finch also likes yachting. He is owner of the cabin Cruiser "Elsie G.," named for his wife, the former Elsie Grace George, whom he married in 1916. They have one daughter, Eloise Grace.

Mr. Finch likes to write. He has turned out more than 350 scientific articles and served as a consultant on scientific matters for the American Newspaper Publishers Assn.

'Egg' Spots

PROMOTING its latest film, *The Egg and I*, Universal-International in a tie-up with ABC has recorded a series of six one-half minute and four one minute transcriptions featuring Claudette Colbert, co-star of the picture, to be used by the 240 ABC stations promoting the network's programs between April 1 and May 31. The spots feature Miss Colbert relating some of the events which took place during the making of *The Egg and I* and at the end of each announcement she recommends an ABC program.

NEW AAAA OPERATIONS COMMITTEE IS ELECTED

THE AMERICAN Assn. of Advertising Agencies last week announced the following officers elected to the operations committee of the board of directors for 1947-48:

J. C. Cornelius, executive vice president, western offices, BBDO, Minneapolis, chairman of the board; Thomas D'Arcy Brophy, president, Kenyon & Eckhardt, New York, vice chairman; Clarence B. Goshorn, president, Benton & Bowles, New York, secretary-treasurer; Frederic R. Gamble, president of the AAAA; three directors-at-large — Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, Chicago; James H. S. Ellis, president, Kudner Agency, New York, and Henry M. Stevens, vice president, J. Walter Thompson Co., New York.

ALLIED ARTS

PAUL J. PFOHL, former regional manager of RCA Victor Division tube department in Chicago, has been appointed western manager of commercial department, RCA Labs Division. Mr. Pfohl has been with RCA for 17 years.

JAMES F. WHITE, Navy veteran and formerly with New Haven Railroad, has been appointed assistant sales manager of Andrew Co., Chicago, manufacturer of transmission line and antenna equipment.

ROBERT GILLHAM, former vice president of J. Walter Thompson Co., New York, has been appointed eastern director of advertising and publicity of all Selznick enterprises.

HOLLY KROMER, formerly with Congregational Committee for War Victims and Reconstruction, has been appointed radio director of Greek War Relief Assoc., New York.

DONALD M. MILLER, assistant secretary and director of engineer services at Airborne Instruments Lab., Mineola, L. I., N. Y., has been elected vice president of firm.

PHILIP LESLY, veteran public relations man, has joined Harry Coleman & Co., Chicago public relations firm, as vice president.

J. LEONARD MATT and **RITA DYCKMAN HESSION**, former account executives at Benjamin Sonnenberg, New York, have formed public relations firm, Matt & Hession, with offices located at 666 Madison Ave., New York.

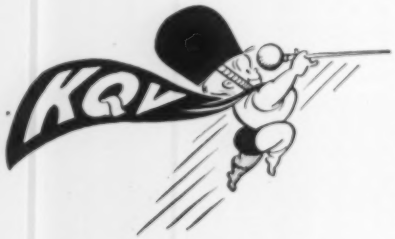
RALPH L. COREY, former vice president of Northern Engraving and Manufacturing Co., Chicago, has been appointed vice president of Great American Industries, New York. He will be general manager of corporation's Connecticut Telephone and Electrical Division, Meriden, Conn., where he will make his headquarters.

GRANGER TRIPP, former copy chief of Radio Reports Inc., New York, and manager of firm's Detroit branch, and **GEORGE W. LOOMIS**, former assistant to manager of production department, have been appointed to sales department of organization. **TOM KELLY**, sales manager of Radio Reports, has resigned.

WOMEN'S ADV. CLUB of St. Louis will sponsor third annual exhibit of St. Louis advertising, May 12-14. Exhibit will display most outstanding advertising created in city during past year and awards will be presented at dinner May 12.

ED CONNOLLY, formerly of NBC's advertising and promotion department, has been appointed advertising sales manager of the Rorabaugh Report on Spot Radio Advertising. The appointment follows the publication's recent decision to use general trade advertising.

GENERAL ELECTRIC Co., Schenectady, N. Y., announces that company now has total of 248,975 stockholders, an increase of 5,742 over corresponding period of 1946, and an all-time high for the firm.



A HOOPER HOLIDAY AT KQV!

KQV's Hoopers are as healthy as ever on local programs! October through February ratings show the Juke Box with a 5.7 average, 4 to 4:45 p.m.; the Radio Newsreel with a 5.2, 6 to 6:30 p.m.; Sum Fun a 4.8 at 9:15 a.m.; Louis Kaufman a 7.0 at 9 a.m. and a 9.9 at 1 p.m. This is additional proof, in our books, that KQV's aggressive promotion pays dividends for sponsors and station alike.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

HORACE N. STOVIN AND COMPANY
•
RADIO STATION REPRESENTATIVES
•
offices
MONTREAL • WINNIPEG
TORONTO

IMPORTANT FACTS GATHERED FROM ONE OF THE LARGEST LOCAL SURVEYS IN RADIO RESEARCH HISTORY

Proof that WTMJ delivers tremendous audiences for local programs morning, noon and night

The 1947 coincidental survey of greater Milwaukee listening habits, compiled from over 74,000 completed telephone calls, proves that WTMJ local programs deliver most of the listeners . . . most of the time, morning, noon and night. Check the ratings on these 26 local WTMJ programs. See why WTMJ programs offer you more listeners per dollar.

LOCAL WTMJ RATINGS

10:00–10:15 PM	Today's Events	7 day average	19.5
12:00–12:15 PM	News	Sunday	17.8
12:30– 1:00 PM	Wayne King	Sunday	17.3
6:30– 7:00 PM	Skippy Hollywood Theatre	Thursday	16.3
10:30–10:45 PM	News	Sunday	15.0
6:45– 7:00 PM	Kilowatt Hour	3 day average	14.7
11:00–11:15 AM	Family Notes	Sunday	13.8
11:30–12:00 N	Thirty Minutes Set to Fine Music	Sunday	13.4
11:15–11:30 AM	Nancy Grey	Sunday	12.9
12:15–12:30 AM	Elvita Clementi Sings	Sunday	12.9
10:15–10:30 PM	Design for Dreaming	3 day average	12.2
7:30– 8:00 AM	Top O' the Morning	5 day average	12.2
7:00– 7:30 AM	Top O' the Morning	5 day average	12.1
5:45– 6:00 PM	Sport Flash	5 day average	12.0
6:30– 6:45 PM	Background of the News	3 day average	11.8
10:00–10:30 AM	Portraits in Music	Sunday	11.8
6:30– 7:00 PM	Starring Young Wis. Artists	Tuesday	11.8
5:30– 6:00 PM	Civic Concert	Sunday	11.4
12:00– 1:00 PM	Grenadiers	5 day average	11.3
5:30– 5:45 PM	News	5 day average	11.3
10:15–10:30 PM	Esquire Fashion Show	Monday	10.9
8:00– 8:30 AM	Top O' the Morning	5 day average	10.7
9:30–10:00 AM	Masters of Rhythm	Sunday	10.6
5:30– 5:45 PM	News	Saturday	10.3
5:00– 5:15 PM	At Your Service in Music	Sunday	10.0
11:45–12:00 N	Feminine Viewpoint	5 day average	9.6

Contact Petry now, for further information on availabilities of WTMJ local programs. A few choice spots are still available.

WTMJ RADIO PIONEERING

Milwaukee Journal FM Station, WTMJ-FM, the first FM station west of the Alleghenies continues to deliver an ever-increasing share of the Milwaukee radio audiences. Late 1947 or early '48 will see WTMJ-TV, Milwaukee Journal Television Station, take to the air with commercial programs. WTMJ-TV has been developing television program techniques, on an experimental basis, since 1945.

THE MILWAUKEE JOURNAL STATION

BASIC NBC

NATIONAL REPRESENTATIVE, EDWARD PETRY & CO., INC.

To give you the
KANSAS CITY MARKET
On a platter
WE HAVE
Bent over backwards
Salaamed Allah
and
Stood on our heads at

NOW IT'S YOURS

Write for availabilities and rates

O. R. Wright, *Sales Mgr.*
Porter Bldg., K. C, Mo.

E. L. Dillard, *Gen. Mgr.*

PRODUCTION

KENNETH W. STOWMAN, newly appointed director of television for WFIL Philadelphia [BROADCASTING, April 14], has been named acting chairman of Television Assn. of Philadelphia.

DICK GILBERT, program director of Sun Country Broadcasting Co., Phoenix, Ariz., has been asked to send copies of recordings he has made to Radio Division of United Nations at Lake Success, New York. UN will use recordings for international non-commercial short-wave broadcasts "in connection with and to augment information about the activities of the United Nations."

JACK BARRY, m.c. of "Daily Dilemmas" program on WOR New York, was awarded one of first annual awards of Veterans Club of New York, at their first Annual Awards Dinner April 22.

JACK KENWARD, formerly of WNYC, WLIB and WWRL New York, has joined announcing staff of WBAC Cleveland, Tenn.

E. C. KENDRICK has been named musical director of WIZE Springfield, Ohio.

CONRAD BERING, writer and announcer at KFDM Beaumont, Tex., has been named assistant program director.

AL AMUNDSEN, freelance writer, has joined continuity department of KOMO Seattle as script writer of public interest series "I Want the Police."

BILL CANADY, former Boston newspaperman, has joined announcing staff of WINZ Hollywood, Fla.

JAY SEIBEL, formerly with NBC in New York, has joined WWOD Lynchburg, Va., as program manager.

FREDA BARZMAN, formerly with Sam Joffe Adv., Hollywood, has joined continuity department of WRNY Rochester, N. Y.

RAY SCOTT, formerly with WJAC Johnstown, Pa., and **CHARLES NUZUM**, formerly with WWVA Wheeling, W. Va., have joined announcing staff of WCAE Pittsburgh, Pa. **RUTH NICHOL** has returned to WCAE continuity department after two months leave of absence.

FRANK ARMSTRONG, former announcer at CJKL Kirkland Lake, Ont., has joined announcing staff of CKWS Kingston, Ont.

BEN D'ARCY SULLIVAN, formerly with Australian Broadcasting Commission and previously with BBC in London, has been appointed supervisor of United Kingdom and Commonwealth section of CBC International Service, Montreal.

FREDERIC S. BAILEY, of WORL Boston, has received award of merit from National Safety Council, presented on basis of his "Safety Education" program on WORL.

VERNE JAY, formerly of KCBC Des Moines, has joined continuity staff of WLW Cincinnati, replacing **BOB MALEY**, who resigned to freelance.

JOE JAEGER has been named head of sports announcers-writers section of KWSC Pullman, Wash.

JOHN J. RAE, announcer at CBL and CJBC Toronto, and Jeanne L. Power have announced their marriage.

VERN HILL has been appointed chief announcer of CHUM Toronto, succeeding **MIKE HOPKINS**, who has joined CFRA Ottawa, as announcer.

PETER POTTER, Hollywood record m.c. and announcer, has been signed by Paramount Pictures as technical advisor for radio sequences in featurette "Midnight Serenade."

BOB LEE and **JERRY LAWRENCE** are new writing team of CBS "Frank Sinatra Show."

JACK LYMAN, NBC Hollywood producer, and **EVE BOHNE** of network secretary staff, have announced their engagement, with the wedding planned for July 12.

CHARLES B. BROWN, program director of KFI Los Angeles, and **RONALD C. OXFORD**, executive producer of television and FM, are on East Coast visiting video operations in preparation for start of own operation late this year.

JOHN SIZE, former announcer at CKGB Timmins, Ont., has joined announcing staff of CJKL Kirkland Lake, Ont.

MAURY RIDER, announcer, has rejoined KIRO Seattle.

ROSS McCONNELL has shifted from KOMO Seattle, to KEVR that city, with assignment on early news and recording program.

LEE E. MUDGETT, one-time owner of KRKO Everett, Wash., and **VERN JOHNSON**, formerly of KOMO Seattle, have joined announcing staff of KRSC Seattle.

ART HELLYER, former record m.c. at WKNA Charleston, W. Va., has joined WCAW that city.

CLIFF HARRISON, new to radio, also has joined station's announcing staff, and **LARRY GOVER** has been named staff pianist at CJKL.

NORMAN McLENDON, former announcer with KTEM Temple, Tex., has joined announcing staff of KNOW Austin, Tex.

LEMUEL Q. STOOPNAGEL, comedian, has signed exclusive option for television appearances with Television-Radio Enterprises Inc., New York.

HOWARD FRANKLIN, formerly with CBC Toronto, has joined announcing staff of CBA Sackville, N. B.

WILLIAM H. FINESHRIBER, CBS assistant director of broadcasts, April 23 addressed graduating class of radio production and programming course of WTAG Worchester, Mass.

SAM FOUTS, formerly with WRUF Gainesville, Fla., has been named continuity chief of WRVA Richmond, Va. **IRA HULL**, former announcer with KPLC Lake Charles, La., CKRC Winnipeg, WRNL Richmond and WSAP Portsmouth, has joined WRVA announcing staff.

HOLLIS C. HULL, announcer at KVOO Tulsa, and Viola Rawson have announced their marriage.

GARY MOORE, CBS comedian who leaves Durante-Moore program in June, has signed two-year contract with William Morris Agency, New York.

BOB BOUCHIER, chief announcer at WLOL Minneapolis, has been appointed program director of that station.

BARRY LAKE, former writer-producer at WHO Des Moines, Iowa, has joined production staff of WIBC Indianapolis, Ind.

BOB ERLANDER, formerly of WATN Rockingham, N. C., has joined announcing staff of WSOC Charlotte, N. C.

MILLICENT POLLEY, women's activities director of WHBF Rock Island, Ill., has been re-elected president of Rock Island chapter of national Pilot Clubs.

ROBERT A. CHOATE, director of musical education for Oakland, Calif. schools, has been engaged by KXL Oakland, to program station's dinner concert of classical tunes.

STEVE ROBERTSON, formerly with KOA Denver, KPO San Francisco and recently night news editor at KROW Oakland, Calif., has joined KGO San Francisco, as relief announcer.

N. R. MARTIN, program director of WFNC Fayettesville, N. C., has been appointed to local Library Board and has been voted Chairman of Building and Planning Committee. WFNC Chief Announcer **JOHN SLATTON** has been accepted for membership into Fayetteville Club of National Exchange Club.

Video Workshop Opens New Semester on May 5

TELEVISION Workshop, New York, has announced the beginning of 15 new 10-week courses for its new term beginning May 5. Instructors for the new courses will be Max Fleischer, film producer; Judy Dupuy, author of *Television Show Business* and video trade magazine editor; Chet Julesza, television supervisor of BBDO, New York; Rudy Bretz, film editor of CBS television; Irwin A. Shane, publisher of *The Televiser;* Prof. Gordon Minter of the U. of Texas; Peter Strand, writer-producer; Les Wallace, executive producer of *Les Wallace Teleshows.*

The courses have the approval of the New York State Department of Education and have been approved for veteran's training. To apply for the courses, prospective students are asked to write to the Television Workshop, 11 West 42nd St., New York.

IT TAKES 5000 WATTS TO COVER THIS TRI-STATE AREA, AND WSAZ HAS THEM

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT
930 KC. ABC AFFILIATE

represented by **THE BRANHAM COMPANY**

FOR BLANKET COVERAGE IN IDAHO

KSEI
POCATELLO • IDAHO

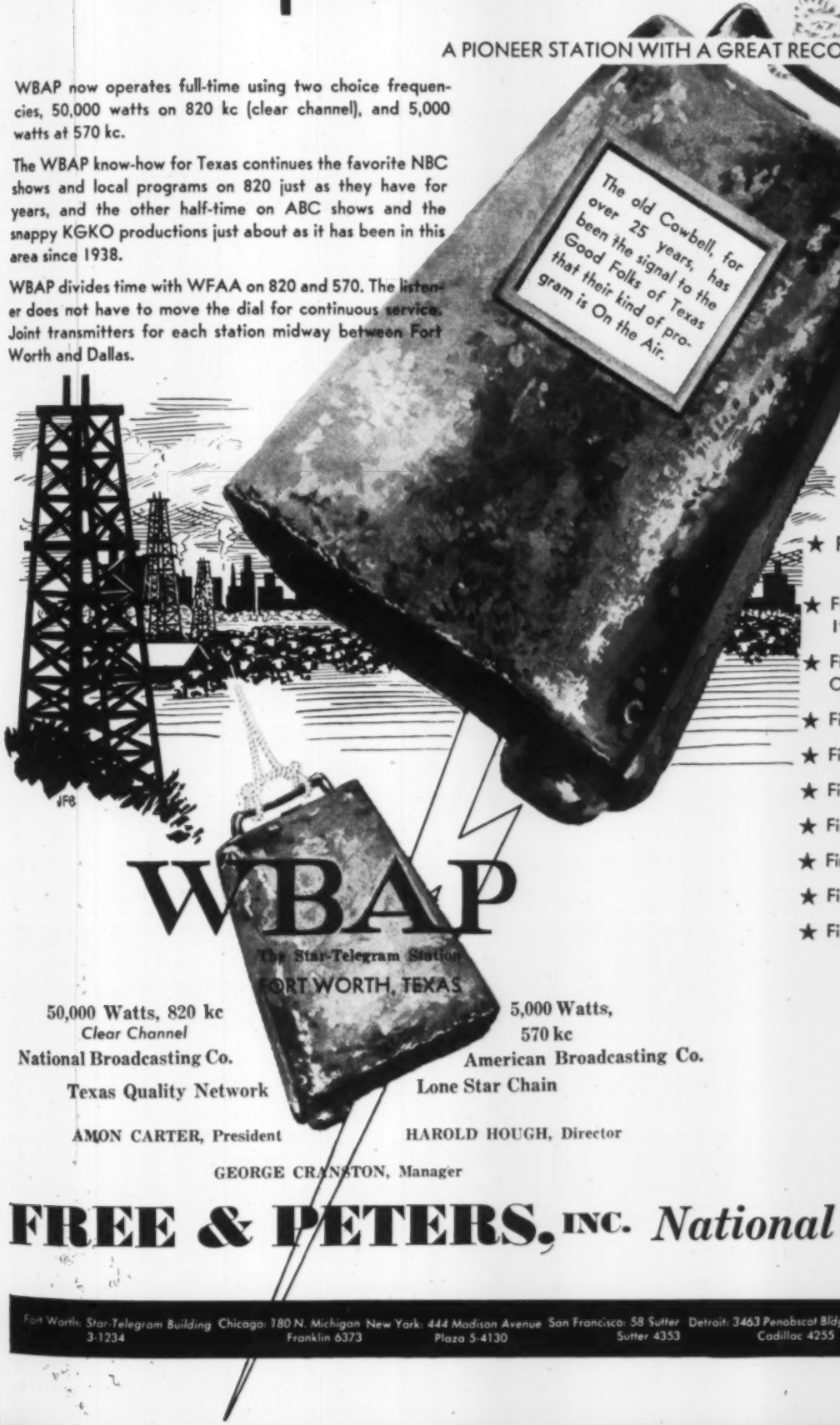
A favorite in Texas for a quarter of a century!

A PIONEER STATION WITH A GREAT RECORD OF FIRSTS ★

WBAP now operates full-time using two choice frequencies, 50,000 watts on 820 kc (clear channel), and 5,000 watts at 570 kc.

The WBAP know-how for Texas continues the favorite NBC shows and local programs on 820 just as they have for years, and the other half-time on ABC shows and the snappy KGKO productions just about as it has been in this area since 1938.

WBAP divides time with WFAA on 820 and 570. The listener does not have to move the dial for continuous service. Joint transmitters for each station midway between Fort Worth and Dallas.



★ First Memory Signal—Cowbell—1922 In the Southwest—

★ First Market and Livestock Reports—1922

★ First Remote Broadcasts of Weekly Church Services—1922

★ First Rodeo Broadcast—1923

★ First Baseball Broadcast—1927

★ First Football Broadcast—1928

★ First Regular News Period—1934

★ First Shortwave Remote—1934

★ First War Reporter to Europe—1943

★ First Television Permit—1945

WBAP

The Star-Telegram Station

FORT WORTH, TEXAS

50,000 Watts, 820 kc
Clear Channel
National Broadcasting Co.
Texas Quality Network

5,000 Watts,
570 kc
American Broadcasting Co.
Lone Star Chain

AMON CARTER, President

HAROLD HOUGH, Director

GEORGE CRANSTON, Manager

FREE & PETERS, INC. *National Representatives*

Fort Worth: Star-Telegram Building 3-1234 | Chicago: 180 N. Michigan Franklin 6373 | New York: 444 Madison Avenue Plaza 5-4130 | San Francisco: 58 Sutter Sutter 4353 | Detroit: 3463 Penobscot Bldg. Cadillac 4255 | Atlanta: 322 Palmer Bldg. Main 5667 | Hollywood: 6331 Hollywood Hollywood 2151

He's a crack shot with a rifle!

"TENNESSEE JED"

Yes, he's a crack shot with a rifle and he's a crack shot at building sales, too! Ask the Ward Baking Company (who sponsors him in other cities) or ABC SPOT SALES. Now available on WMAL at 5:45 to 6:00 P.M. Monday through Friday. The cost is surprisingly moderate, as Washington is available on a network co-op basis.

SALES

WMAL

5,000 WATTS, 630 K. C.
BASIC ABC NETWORK

724 Fourteenth St. N.W.
Washington 5, D. C.

AGENCIES

HARRY H. WRIGHT, radio director of Justin Funkhouser Adv., Baltimore and New York, has been elected vice president of agency. He will continue to direct agency's radio activities.

TODD B. FRANKLIN, who has been with Lennen & Mitchell, New York, for past year, has been named vice president in charge of research and merchandising for agency.

LEW LONDON, of sales staff of WPEN Philadelphia, and former program director of station, and **BOB BLUMENTHAL**, of Elinor L. Brown Adv., Philadelphia, have organized own advertising agency, London-Brooks Adv. Agency will open offices May 1 in Commercial Trust Bldg., Philadelphia.

HERBERT F. THOMPSON, former creative director with John C. Dowd Inc., Boston, has joined copy department of Geyer, Newell & Ganger, New York.

BART WAKEFIELD, formerly with Smith, Kline & French Inter-American Corp., Philadelphia, as advertising manager, has joined National Export Adv. Service, New York.

EDWARD MAZZUCCHI, former director of Export Adv. Agency, New York, has joined Fuller & Smith & Ross, New York, as account executive.

FRANK BROMBERG, former general manager and account executive with Rodgers & Brown, New York, has joined Diener & Doskind, New York, as an account executive.

LESLIE R. FORESTER, formerly with copy department Gimbel Bros., New York department store, has joined Paris & Peart, New York, in same capacity.

LOUIS M. HIRX and **GISELLA BAUMANN**, former service managers at Lennen & Mitchell, New York, have joined Robert W. Orr & Assoc., New York, as production manager and manager of service department, respectively.

MEYER A. COHEN, account executive of Harry Feigenbaum Adv., Philadelphia, for 12 years, has been named a member of the firm. Mr. Cohen previously was with General Outdoor Adv. Co. for 8 years.

Mr. Cohen

JAMES A. TAPP, former announcer with CBC Montreal and CHNS Halifax, has been appointed head of radio department of McKim Adv., Montreal.

STEPHEN R. DEMAREST, copywriter in continuity department of Ball & Davidson Inc., Denver, has been named public relations director of agency.

PAUL BOLES, radio and motion picture writer and director, has been appointed account executive of International Advertisers, Grand Rapids, Mich.

BETTY WALKER, formerly with Biow Co., Hollywood, has joined Ward-Wheelock Co., that city, as production assistant on CBS "Jack Carson Show." She replaces **MARGARET FOSS**.

ADV. COUNSELORS OF ARIZONA, Phoenix, has been elected to membership in American Assn. of Adv. Agencies.

ARTHUR N. HOSKING Jr., recently resigned as partner of Baker & Hosking Adv., New York [BROADCASTING, April 21], has been appointed director of sales and promotion of Prestige Inc., New York (women's and men's hosiery).

OSMOND T. BAXTER, formerly on copy staff of William B. Remington Inc., Springfield, Mass., has joined O. S. Tyson & Co., New York, in same capacity.

MAXINE ANDERSON, talent buyer of Biow Co., Hollywood, has resigned.

MARIANE GRAHAM, account executive of Glasser-Gailey Inc., Los Angeles, is recovering from injuries received in auto accident.

MARVIN CANTZ, former western advertising manager of Barnes & Reinecke, Chicago industrial designers and engineers, has joined M. M. Young Adv., Los Angeles, as account executive.

ELLIS CRAIG, former recreation director of Lockheed Aircraft Corp., Burbank, Calif., has joined Adolphe Wenland & Assoc., Hollywood, as account executive.

FRANK WALSH, formerly with Sears Roebuck Co., has been appointed vice president of Burton Browne Adv., Chicago.

WILLIAM E. BECKER, former advertising and publicity director of Joshua Hendy Iron Works, Sunnyvale, Calif., has joined San Francisco office of Botsford, Constantine & Gardner, as account executive.

ALFRED M. PETTLER, former sales manager of Creative Lithograph Co., Berkeley, Calif., has joined Conley, Baltzer & Steward, San Francisco.

LOU SCHILLINGER, former special representative for Standard Brands, New York, has joined William A. Schautz Inc., New York, as an account executive.

ED Y. MARTINEZ, former Latin American manager for Biow Co., New York, has joined Dorland International- Pettingell & Fenton, New York, as account executive in charge of Lady Esther account.

CHARLES EVO, formerly with J. Walter Thompson Co., New York, has joined art staff of Gray & Rogers, Philadelphia.

ROBERT LUSK and **HENRY O. PATTISON Jr.** have been elected to board of directors of Benton & Bowles, New York. Mr. Lusk, account executive on Procter & Gamble account, joined firm in 1933. Mr. Pattison, copy chief, joined agency in 1942.

Mr. Lusk

Mr. Pattison

GEORGE SHERWOOD, formerly with advertising production department of RCA Victor, has joined production staff of Gray & Rogers, Philadelphia.

CARL W. SICKLER, of Pacific Adv. staff, Oakland, Calif., has been named active partner in firm.

MALCOLM-HOWARD ADV., Chicago has moved to larger quarters, 203 N. Wabash Ave. Offices formerly were located 20 E. Jackson Blvd.

STAN ULANOFF, formerly on copy staff of Cecil & Presbrey, New York, has joined Redfield-Johnstone, New York, in same capacity.

Vir Den Elected President Of Lennen and Mitchell

RAY VIR DEN, executive vice president of Lennen & Mitchell, New York, who has been associated with the agency since 1930, has been elected president of the firm, it was revealed last week after the annual meeting of stockholders and the board of directors.

Phillip W. Lennen, who has been president of the agency for the past 17 years, becomes chairman of the board of directors and will devote all his time to the creative phase of the business. Mr. Vir Den will assume full administrative responsibilities of the agency.

You're in good company on KMPC ★

Albers Milling Company
Bank of America
Bulova Watch Company
Colgate-Palmolive-Peet
Cresta Blanca Wines
Garrett Wine
Langendorf Bread
Milani Foods
Oldsmobile
Pacific Telephone & Telegraph
Ralston-Purina
Rexall Drug Co.
Rit Dye
Saturday Evening Post
Simoniz Company

KMPC ★

710 KILOCYCLES • LOS ANGELES
G. A. RICHARDS, PRESIDENT • R. O. REYNOLDS, VICE PRES. & GEN. MGR.
REPRESENTED BY PAUL H. RAYMER COMPANY

★ Practically Compulsory

WHHM

WHERE THE EYES AND EARS OF THE MID-SOUTH TURN

• Advertisers on WHHM know they get results on the station that delivers more listeners per dollar in Memphis.

• The public knows WHHM is its station —for the finest in music, news and sports 24 hours every day.

• Look at those Hooper ratings that keep hopping upward—that's planned programming at work.

• Now the town's talking about another WHHM "first"—the WHHM Flashcast that has Memphis looking upward.

• Truly, the spot for your spots is WHHM.

★Installed at Memphis' busiest corner, the WHHM Flashcast tells and sells WHHM. Newspaper, outdoor, point of purchase signs, air-promotion spots—WHHM does the city's top merchandising promotion.

WHHM

INDEPENDENT—BUT NOT ALOOF

Memphis, Tennessee

Represented by

FORJOE & CO.

FM
Sells
in
San Francisco

1235 letters and post cards in response to ONE broadcast—and no give-aways!

Reach the rich market—the 15,000 FM families in San Francisco, Oakland, and the Bay Area—with the station that *SELLS.*

Write for details!

KRCC
Richmond, California

News

PAUL M. VISSER, former editor of agricultural publications and NBC foreign correspondent, has been appointed farm director of WBZ-WBZA Boston-Springfield. He previously was market news editor of WOI Ames, Iowa.

GLEN DAVIS has joined local news staff of WRNY and WRNY-FM Rochester, N. Y.

GLENN HARDY, Don Lee Broadcasting System newscaster on "Alka Seltzer Newspaper of the Air," is father of a boy.

DENNIS KIRWAN, Army veteran, has joined WINZ Hollywood, Fla., as sports director.

EDWIN C. HILL, ABC commentator, was taken to Westside Hospital, New York, April 18 for treatment of kidney ailment. **GORDON FRASER** and **JOHN P. KENNEDY** were named to take his place on daily show, "Human Side of the News."

WINTHROP SHERMAN, of news staff of WOL Washington, beginning May 4 will replace **ALBERT L. WARNER** as veterans' affairs commentator on Mutual's "The Veteran Wants to Know" series heard Sun. 2:45-3 p.m.

ERNEST McIVER, CBS Washington newsman, and his wife **TONI McIVER**, Washington secretary for Arthur Godfrey, have adopted a three month old girl, Susan Frances.

NAT ALLBRIGHT, veteran of AFRS, has joined WGBA Columbus, Ga., as member of sports department.

Jorgen Dick

JORGEN DICK, record and transcription librarian at KGO San Francisco, died April 15 after an illness of seven months. Mr. Dick was with KPO San Francisco, from June 1943 until joining KGO in July 1944.

Delayed Action

APPARENTLY acting on the theory of "better late than never," Florida State Highway Bureau began installing danger signals at railroad crossings day after the need for such equipment was emphasized in a broadcast by Howard W. Hartley, WCLE Clearwater newscaster. Day before, two motorists were killed near Clearwater when a train hit their car at a grade crossing.

Crotty Featured

"MAN Behind the Miracle"-is the description of Burke Crotty, special events producer for NBC television, featured in *This Week* magazine of the New York *Herald Tribune*, April 20. Article describes technique used in various special events pick-ups, as well as some of the difficulties encountered on the job.

Radio Newsmen on Coast Draft Industry Standards

HOLLYWOOD Radio News Club on April 16 adopted a 10-point plan of news standards to be submitted to the four networks, independent stations and advertising agencies in the Los Angeles area. A discussion meeting with network and station executives is scheduled for May 28.

Standards include: Labeling of news programs by categories such as special events, analyses, etc.; feature news programs identified as such; presentation of news stories in relation to total significance of day's developments; line of demarcation between news and commercial copy; joint air credits for writers as well as speakers; underlining of need for specially-trained news personnel; rigid standards of good taste; safeguards against "slanted news"; minimum news staff standards for all stations; responsibility of news editors to secure first-hand facts.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC
Mutual Broadcasting System

MBS BMB

Technical

CHARLES L. BRADY, San Antonio engineering consultant and former chief engineer of WJIM Lansing, Mich., has joined KMAC-KISS San Antonio, as chief engineer.

DOUGLAS FRASER, former wireless operator, has joined operating staff of CBH Halifax.

ELMER WINTON, master control operator of CBS Vancouver, is the father of a girl

FRANK B. RIDGEWAY, former consulting engineer with Frank H. McIntosh Consulting Engineers, Washington, has been appointed technical director for WEBR Buffalo.

SPRAGUE ELECTRIC Co., North Adams, Mass., has developed new line known as Sprague 68P and 69P Midget paper dielectric capacitors, for use in small radio receivers. Type 69P capacitors have side leads to allow wiring across sockets of miniature tubes. Type 68P units have conventional end leads.

CARL B. De LAY, former engineer at WFOY St. Augustine, Fla., has been named chief engineer of WLBF Leesburg Fla., new station expected to begin operations June 1.

J. M. LAPORTE, transmitter engineer of CBA Sackville, N. B., is the father of a girl.

MERRILL DEWITT, audio supervisor of KSFO San Francisco, has returned to station after four months leave of absence during which he made a 31,000 mile plane trip over Pacific and Far East as technician to **WILLIAM WINTER**, KSFO commentator.

CHARLES HARTMAN, studio technician of WCAU Philadelphia, is the father of a girl.

JAMES SOWINSKI, engineer at WIRA Ft. Pierce, Fla., and Roemary Noelke were married April 9.

RADIO-MUSIC Corp., East Port Chester, Conn., is now manufacturing new line of Para-Flux reproducers, including vertical head model VL-1DA, for use with vertical recordings, lateral head model LL-1DA, for use in lateral reproduction, and universal head model UL-1DA, for use in both lateral and vertical reproduction. All three types are interchangeable with model A-16 arm and model E1-1 equalizer.

MILTON KORF, engineer at WBBM Chicago, and **IRENE REDNER**, member of station's accounting department, are to be married April 28.

FEDERAL TELEPHONE AND RADIO Corp., Clifton, N. J., has developed new improved heavy duty AM broadcast tubes with filaments of thoriated tungsten. For use in 50 kw transmitters, tubes are designated as 9C28 and 9C30 in water cooled types and 9C29 and 9C31 in air cooled types. When used in modulating 50 kw transmitter, the 9C28 and 9C29 are capable of audio output of 40 kw. The 9C30 is designed for RF amplifier application at frequencies up to 20 mc.

GLENN B. WARREN, designing engineer, has been appointed managing engineer of turbine-generator engineering division of General Electric Co., Schenectady, N. Y., effective May 1. He will succeed **ARTHUR R. SMITH**, who will retire on that date.

PHILADELPHIA'S NO. 1 Station

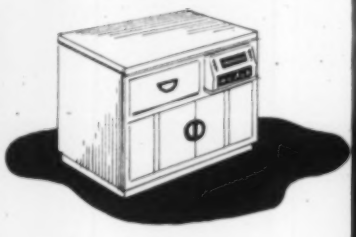
FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls

WIBG

Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

Music and KGW

Remember when your prized radio receiving set looked like this? Even then...back in 1922...KGW was establishing the musical program policy which has been predominate for 25 years. KGW's first broadcast featured the voice of a visiting opera star and, since its earliest days an integral part of the station's staff has been its musicians.



KGW Staff Musicians (left to right): Glenn Shelley, Sammy Piazza, Paul Entler, Bob Smith, Robert Sonderskov, Marian Fouse, Abe Bercovitz (Director) Steve Paietta.

In 1923 KGW aired the first broadcast of a Portland symphony orchestra performance. Since 1927 the station has had its own musical director and staff musicians. Now...when your radio set is a technically perfect instrument...KGW still provides through locally-originated and network programs the best in classical and modern music.

KGW

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

NOW
WLAW
WITH
50,000
WATTS
on 680 Kilocycles
★ Transmitter location 11 air miles from Boston Common
★ New England's MOST POWERFUL Radio Station
★ Over 3,500,000 listeners from Maine to Rhode Island
★ MAIN STUDIOS: Lawrence, Mass. Other Studios: Boston and Lowell
Basic Station
American Broadcasting Co.
NATIONAL REPRESENTATIVES:
WEED & CO.

Network Accounts

New Business

JOHN E. CAIN Co., Cambridge, Mass. (Caln's potato chips), has started participation in "News Service" programs on Yankee Network, Tues. through Fri., 8 a.m. Agency: Chambers & Wiswell, Boston.

Renewal Accounts

SCHENLEY DISTILLERS Corp., New York (Roma Wine Div.), May 20 renews for 52 weeks "Suspense" on CBS, Thur. 8-8:30 p.m. Agency: Blow Co., New York.

Network Changes

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh cigarettes), June 10 for 13 weeks replaces "Red Skelton Show" with "An Evening With Romberg" on NBC. Agency: Russel M. Seeds Co., Chicago.

PEPSODENT Co. Division of Lever Bros., Chicago, June 17 for 13 weeks replaces "Bob Hope Show" with "Adventures of Philip Marlowe" on 126 NBC stations, Tues., 10-10:30 p.m. Agency: Foote, Cone & Belding, Chicago.

EVERSHARP Co., New York, replaces "Henry Morgan Show" on ABC, Wed. 10:30-11 p.m., beginning July 23 through Sept. 3, with "Lights Out," to be broadcast from ABC, Hollywood. Agency: Blow Co., New York.

SUMMER replacement for "Sunday Evening Hour" on ABC, will be "Spring Festival of Music," with Walter Poole conducting the Detroit Symphony Orchestra. Replacement is effective May 4. Musical Digest is sponsor of program, through Kenyon & Eckhardt, New York.

CBS "Dr. Christian" program shifts to New York for May 21 broadcast, enabling Jean Hersholt to participate in judging annual script contest.

FIRST HOME game of the New York Yankees is officially opened by Col. Larry MacPhail (seated left), president of the ball club, with a message to fans and listeners on *Symphonic Matinee*, sponsored daily by the Yankees on WQXR New York, 4:05-5 p.m. Studio listeners-in (l to r standing): Robert Kreiger, account executive; John S. Hayes, station manager, and Trevor Adams, Yankees' radio director. Seated with Colonel MacPhail is Dick Shepard, program announcer.

Sponsors

GORDON C. ELDREDGE, formerly with J. Walter Thompson Co., New York, and Austin F. Bement Inc., Detroit and Chicago, has been appointed to assist B. R. DONALDSON, advertising director of Ford Motor Co. and to supervise Ford car advertising.

CHICAGO WESTERN Corp., Chicago, has appointed Phil Gordon Agency, Chicago, to handle advertising of its canned whole chicken product. Campaign, currently being tested in Madison, Wis., will include radio spots in larger key cities of country.

CASE SWAYNE PACKING Co., Santa Ana, Calif., and Portland, Ore., (Family Style soups, jellies, preserves, baked beans), has appointed Harrington, Whitney & Hurst, San Francisco and Los Angeles, to handle advertising. Radio will be used.

BRISKIN CAMERA Corp., Santa Monica, Calif. (Briskine 8 magazine camera & accessories), has appointed Klitten & Thomas Adv., Los Angeles, to handle national advertising. Radio contemplated.

JAMES J. ROGERS plant manager of International Silver Co., Meriden, Conn., is in Hollywood conferring with production executives of Young & Rubicam Inc. on CBS "Adventures of Ozzie & Harriet."

FAMILY KITCHEN PRODUCTS Corp., Los Angeles (pie crust and biscuit mix), April 21 started weekly spot announcement schedule on KSL KDYL KOY KVOA KROD KOB. Contracts are for 13 weeks. Agency: Dan B. Miner Co., Los Angeles.

STA-NEET Corp., Los Angeles (Sta-Neet hair trimmer), and CAPISTRANO BEACH PROPERTIES, Capistrano Beach, Calif. (real estate development), have appointed M. M. Young Adv., Los Angeles, to handle advertising. Radio contemplated.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield Cigarettes), has started "Chesterfield Supper Club" program on KZRH Manila, P. I., five times weekly 9-9:15 p.m. Show is transcribed in San Francisco and flown to Manila station. Show also will be carried by shortwave to South Pacific Islands. Newell-Emmett Co., New York, is agency.

ARMOLITE Co., Los Angeles (Dab auto paint, polish, cleaner, shampoo), has appointed Atherton & Co., Hollywood, to handle national advertising. Radio will be used.

LEVER BROS., Cambridge, Mass., April 24 began spot campaign for its new soapless detergent, "Breeze," on WIBA and WIBU Madison, Wisc., KFEQ St. Joseph, WLBC Muncie, Ind., KSCJ Sioux City, WMBD and WMMJ Peoria, Ill., and WTAQ Green Bay, Wisc. Announcements are scheduled four times daily, five days a week. Agency: Federal Adv., New York.

GRUEN WATCH Co., Cincinnati, has appointed Grey Adv., New York, to handle advertising, effective July 1. Firm uses spot radio.

TUCKER CORP. OF CHICAGO, Chicago, has appointed Roy S. Durstine Inc., New York, as advertising agency for new Tucker automobile, pilot models, which are now being completed in Chicago. Production is expected to start in the fall.

DURKEE FAMOUS FOODS, Cleveland, has named Federal Adv., New York, to handle bulk shortening and edible fat products, in addition to other products handled by agency. Radio may be used.

DOMINION SEVEN-UP Co., Montreal (7 Up beverage) is starting flash announcement campaign on Toronto and Calgary stations, and plans expanding nationally later. Agency: Vickers & Benson, Toronto.

TWO FULL-SIZED show window displays, tieing in NBC programs and stars with advertised products, are currently being rotated bi-weekly among Chicago retail druggists. Promotion is co-sponsored by NBC Central Division advertising and sales promotion department and Illinois Pharmaceutical Assn.

"WFDF Flint always advertises the newest gadgets."

MORNING, NOON AND NIGHT
WIOD DOMINATES FLORIDA'S NO. 1 MARKET
Check WIOD after any index... it's Miami's No. 1 Station the year 'round... The Station Most People Listen To Most
BMB HOOPER RESULTS
WIOD
FIRST IN MIAMI
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

BROADCASTERS—

Simplify

YOUR PROGRAM SWITCHING

...TO THE MOVEMENT OF A SINGLE KEY!

Western Electric
LINE 1 2 3 4 5 6 GROUP KEY 1
LINE 1 2 3 4 5 6 STUDIO
LINE 1 2 3 4 5 6 GROUP KEY 2
FLASH CONTROLS
FLASH BOOTH 1
FLASH BOOTH 2
METER
FLASH 1 LEVEL
FLASH 2 LEVEL

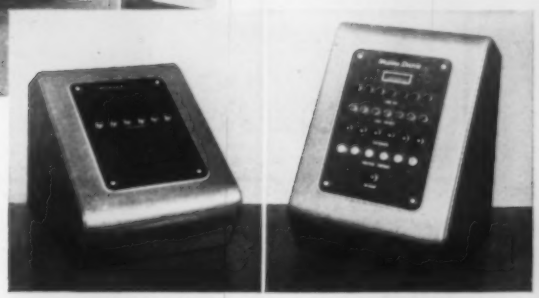
EVEN your most complicated program switching operations are reduced to the simple operation of *one* key—when you use Western Electric's new Relay Type Program Dispatching System. It speeds up the switching involved in serving several destinations with rapidly interchanged studio, line and transcribed programs, auditions and announcements—yet reduces operating errors.

Check these features against your operating requirements:

1. Provides simple, fool-proof method of pre-setting the next scheduled program condition—*leisurely*—while the present program is "on the air."
2. Operation of a single key instantaneously switches from the program "on the air" to the pre-set condition.
3. This one-key switching operation can be controlled from either the Master Panel or any selected control booth.
4. During light load periods, control of selected lines may be extended to any studio control booth.
5. "On Air" and pre-set circuit conditions—including point of release control—are positively indicated by lamps at all control points.
6. Any or all programs may be interrupted instantly for "flash booth" announcements without upsetting the existing studio circuit conditions.
7. System may be engineered and furnished to meet your *individual* operating requirements—regardless of number of program sources or outgoing lines.

For further details, call your local Graybar Broadcast Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

● *Six-line Master Control Panel for Western Electric Relay Type Program Dispatching System.*



● *Below—Flash Booth Indicator Panel (at left) and Control Signal Indicator Panel (at right).*

Western Electric

Distributed by Graybar

OFFICES IN 92 PRINCIPAL CITIES

Western Electric

—QUALITY COUNTS—

1947
A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

PROGRAMS

SPORTS program featuring "Dizzy" Trout, Detroit Tiger pitcher, has been started on WXYZ Detroit, under sponsorship of Clayton Clothiers, Chicago. Titled "The Dizzy Trout Show," program features baseball discussions and interviews with juvenile amateur ball players. Show is conducted jointly by Mr. Trout and Dave Abodaher, radio director of W. R. Doner & Co., Chicago agency for Clayton Clothiers. When Detroit Tigers play out of town games, program is relayed to WXYZ by direct wire. "The Dizzy Trout Show" is aired Sat. 10:15 a.m., and will move into 11 a.m. period with May 10 broadcast.

Stamp Stories

DRAMATIZATIONS of stories about famous stamps are presented on new series titled "Stories About Stamps," scheduled to begin April 27 on WNEW New York, Sun. 5:45-6 p.m. Show is produced in cooperation with New York Journal-American which has set aside five columns each Sunday to picture material to be dramatized on program. Stamp quiz also is part of program format, with prizes of five copies of first U. S. stamp to be given. As promotion for "Stories About Stamps," WNEW has distributed folder of five foreign stamps to radio editors to begin their own collection.

Hospital Feature

TO ESTABLISH better understanding between civilian public and military personnel at Valley Forge General Hospital, Phoenixville, Pa., new variety series titled "The Valley Forge of the Air" has been started on WNAR Norristown, Pa. Cast of show is composed entirely of service personnel of the hospital. Short skit on Medical Dept. history, interviews with patients and musical selections by 440th Dance Band are some of show's main features. "The Valley Forge of the Air" is broadcast Tues. 2:30-3 p.m.

Teen-age Feature

QUIZ show, audience participating skits, songs and swing music are features of new teen-ager show on KOMO Seattle. Titled "Clubhouse Party," show is aired Sat. 9:30-10 p.m. and is broadcast directly from Greenwood Boys Club of Seattle. Show is presented in cooperation with Associated Boys Clubs of Seattle. Prizes for each participant are donated by local merchants.

Human Relations

HUMAN RELATIONS series, designed to promote increased understanding between groups of various races, creeds, and nationalities, has been started on WMAQ Chicago. Titled "We Are Many People," show is aired Sat. 1:45-2 p.m. (CST), and is sponsored by Mayor's Commission on Human Relations of Chicago. Each show presents story of contributions made to better human relations through common sense action of people from all walks of life.

'Jobs for Juniors'

TO OBTAIN summer employment for high school students as well as full-time employment for graduates, KECA Hollywood, May 1 starts "Jobs for Juniors." Collaborating with work experience section of Los Angeles City Schools, station will have job prospects screened first by educational authorities. Those elected will be presented at rate of eight per broadcast, being interviewed by Lou Cook, announcer. Production will be handled by Rollo Hunter, station production manager.

Participation Forum

LISTENER participation forum titled "Grass Roots Forum" began on WOV New York, April 23, Wed. 11-11:15 p.m., on Lisa Sergio commentary program. Three speakers pro and three speakers con are given one and a half minutes each to express their opinions on question broadcast two weeks previously by Miss Sergio. Participants are selected impartially.

Music and Sports

COMBINED music and sports program, highlighting news and sports events of week, is new feature of WBBM Chicago. Cast of show, titled "This Week in Chicagoland," includes John Harrington, the Bennett Sisters, Jack Searle, and four-piece instrumental combination with Billy Leach as m.c. Program, aired Sat. 6-6:15 p.m. (CST), is sponsored direct by Monarch Brewing Co., Chicago.

Bridge Club

TOP BRIDGE players of Tallahassee, Fla. vie for high score prizes weekly on "Neighborhood Bridge Club," new series on WTAL Tallahassee. Prominent local women are presented on show, which is broadcast direct from bridge table, where microphone over table allows listeners to hear chatter and bids of players. A "mystery voice" gives listeners each hand before it is played and detailed description of play is broadcast during game. Prizes are donated by local merchants.

'Sounds Fun'

RECREATIONAL opportunities for children 6 to 12 years old in Toronto area will be reviewed in new series of weekly shows to begin May 2 on CJBC Toronto. Titled "Sounds Fun," series will include such features as trip to zoo, surprise for Mother's Day, report on boys clubs, and drama presented by Toronto Children's Players.

Health Discussions

DESIGNED to inform public on how to keep healthy, new series titled "Medical Center of the Air" has been started on Yankee Network. Programs are presented in cooperation with five greater Boston hospitals and are in form of round table discussions. Prominent members of medical world appear on shows in discussions of questions on health, the human body, disease and other medical topics. "Medical Center of the Air" is aired on Yankee Network, Sat. 11:30-12 a.m.

Musical Quiz

QUESTIONS regarding classical and semi-classical selections, composers and operas are featured on "Musical Question Box" program on WSYR-FM Syracuse, N. Y. Aired Mon. at 8:30 p.m., show presents Don Lyon as m.c. Contestants for quiz are drawn from Fine Arts students at Syracuse U.

Vocal Winners

WINNERS in all Negro amateur singing contest conducted by WBBM Chicago, are featured in new series started April 15 on that station. Titled "The Star-Questers," show is aired Tues. and Thurs. 3:30-3:45 p.m. (CST) and presents contest winners, Harriet Clemons and Ira Burton, who have concluded week's engagement at Chicago loop theatre. Series will run for 13 weeks.

Rock Island Interviews

TRANSCRIBED series, featuring interviews with citizens of four towns served by Rock Island railroad, is presented daily on WHBF Rock Island, Ill. from 1-1:15 p.m. (CST). Station's mobile unit goes daily to Moline, East Moline, and Davenport, Ia. during morning hours, making wire-recorded interviews with people in downtown and residential districts of towns, for air presentation same afternoon.

Hints on Photography

DESIGNED especially for photography fans, "Camera Club of the Air," weekly digest of photographic equipment available in area, is heard over WTMV E. St. Louis, Ill., Sat. 8:45 a.m. Show is conducted by professional photographer who gives hints on making better pictures, gives camera lessons, and presents special photo question each week

AFM CLARIFIES STATUS OF RECORD SHOW M.C.'S

A SPOKESMAN for the American Federation of Musicians' international headquarters, Chicago, quashed a rumor that the union might attempt to extend its membership to include record m. c.'s as a result of the current telephone strike.

"One of the fundamental rules," the spokesman said "is that the member be able to play a musical instrument. Unless the disc jockey in question does just that he is subject only to the rules of the American Federation of Radio Artists."

The AFM executive termed as "ridiculous" any intimation that telephone strike would in any way affect AFM musicians.

"They (the musicians) are still being heard on network and local shows so what's all the fuss about?" he asked.

ACTUAL PROOF: MORE were told . . . MORE were sold by CKLW!

Gardner Advertising Company
NEW YORK SAINT LOUIS
915 OLIVE STREET - - ST. LOUIS 1, MO

March 19, 1947

Mr. Richard E. Jones
Radio Station CKLW
Detroit, Michigan

Dear Mr. Jones:

We're more than happy to inform you that Radio Station CKLW ranked first out of 105 Mutual network stations reporting local mail counts in the recent TOM MIX Colt-naming contest. Station CKLW's steady day-in and day-out promotion of the TOM MIX program during the 32 months in which you have carried the show certainly paid off in an avalanche of box tops ... "proof of purchase" that also proves CKLW's ability to build an audience and sell a sponsor's product to that audience in the Detroit area!

May we express our sincere appreciation to you and to your staff for your consistent co-operation in helping to make the TOM MIX program the top-ranking daytime kid show in Detroit! We're proud of you!

Sincerely,

Claire Cari-Cari

Claire Cari-Cari
Director of Station Relations

CCC:SMC

ADAM J. YOUNG, Jr., Inc.
National Rep.

H. M. STOVIN, Toronto
Canadian Rep.

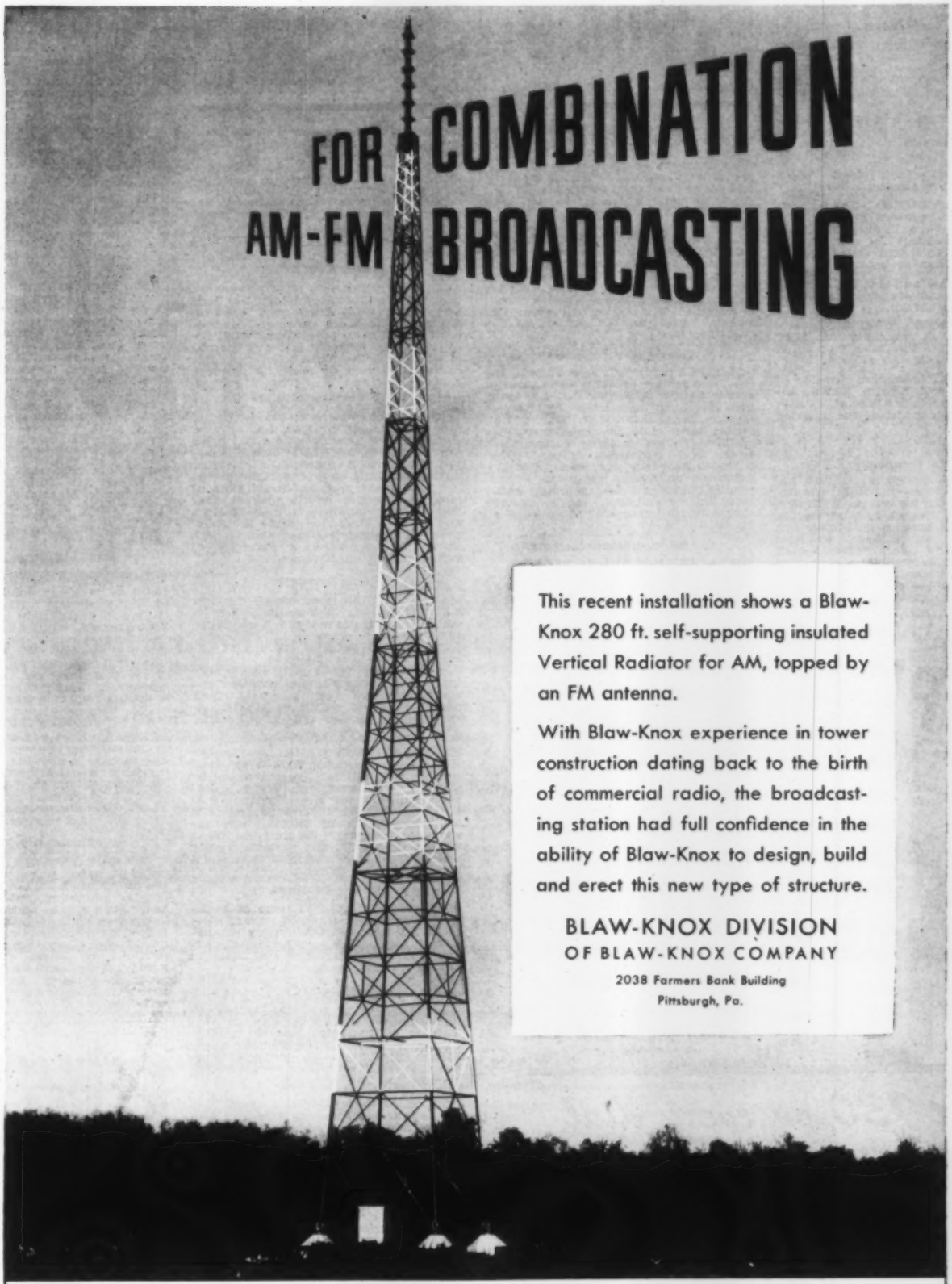
IN THE DETROIT AREA, IT'S
CKLW

The Voice of Western Colorado

K F X J

Grand Junction

920 k.c. MBS 1000 watts


FOR COMBINATION
AM-FM BROADCASTING
This recent installation shows a Blaw-Knox 280 ft. self-supporting insulated Vertical Radiator for AM, topped by an FM antenna.
With Blaw-Knox experience in tower construction dating back to the birth of commercial radio, the broadcasting station had full confidence in the ability of Blaw-Knox to design, build and erect this new type of structure.
BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building
Pittsburgh, Pa.
BLAW-KNOX ANTENNA TOWERS

PROMOTION

ART SAWYER, trade news editor of Don Lee Broadcasting System, Hollywood, has been named network publicity director replacing **MARCIA LEGERE,** resigned to go to New York. **BUD COX** and **BOB STOCK,** formerly in script department, become news editor and log editor, respectively.

JEAN CASTLES, formerly with Arthur Eddy, Hollywood publicity firm, has joined CBS Hollywood press relations staff, replacing **DON SWEENEY,** who was named trade news editor [BROADCASTING, April 14].

BUD LILLY has been named NBC Hollywood trade press contact, succeeding **HOWARD WORMSER,** who continues on general publicity assignments.

ANNE PARKER has joined WINZ Hollywood, Fla. as promotion director.

WILLIAM A. SCHUDT Jr., CBS Eastern division station relations manager, has been confined to a Kansas City hospital with circulatory leg ailment. He had attended NAB Area C meeting in Kansas City, when he became ill.

DERALD LYMAN and **JACKIE PARKS** have joined publicity department of KWSC Pullman, Wash.

AUDREY SUMMERS, continuity editor and assistant in publicity at WBT Charlotte, N. C., has been appointed director of publicity for station.

BOB ANTHONY, promotion director of WJR Detroit, and **LEONA SAWN,** assistant to Forrest U. Webster of Webster Adv., Detroit, planned to be married April 26.

WHN Campaign

PROMOTIONAL campaign calling attention to broadcasts of Brooklyn Dodgers baseball games for 1947 on WHN New York has been started by that station and sponsors of broadcasts. Posters will be displayed at tobacco counters throughout New York metropolitan area, featuring games being sponsored by Old Gold Cigarettes, also window displays with photo of Red Barber, announcer for broadcasts. Window streamers are being used by Nedick's Stores Inc., sponsor of "Today's Baseball" on WHN and by Glover's Hair Preparations, sponsor of "Sports Extra" program. WHN also is featuring baseball broadcasts on current issues of its sports calendar which is inserted each month in "Sports" magazine.

Letter Opener

LETTER OPENERS inserted in two-color promotion folder are being distributed to the trade by WBIG Greensboro, N. C. Copy of folder reads "Thanks, we'll try to merit your confidence." Letter opener is inscribed with station call letters and slogan, "The prestige station of the Carolinas."

'Buddy Bear' Promotion

COLORFUL promotion piece announcing the June release of "The Adventures of Buddy Bear," transcribed series, is being distributed to the trade by Kasper-Gordon Inc., Boston, distributor of new series. Cover of folder presents drawing of "Buddy Bear" holding poster which reads "Bo-bo ske deeton dotten," which is Buddy Bear language. Folder describes extensive promotion campaign accompaning release of series, including Buddy Bear record albums, movie cartoon shorts, club buttons, and toys of all kinds.

Confederate Money Accepted

REPRODUCTION of four-dollar bill of Confederate money is featured on cover of latest promotion piece for WBT Charlotte, N. C. Accompaning inscription states "Sure we accept Confederate money . . . especially when it comes with such a good letter . . ." Copy of letter received from Lambert & Feasley Adv., New York, is presented below inscription, stating that agency sent four-dollar Confederate bill to station in return for promotion of agency show. Copies of other letters of appreciation from agencies and sponsors are included in folder.

Audience Comparisons

AUDIENCE comparison report, presented in colorfully illustrated folder, has been prepared by WLW Cincinnati. Based on Nielson Radio Index survey, report presents statistics to prove that "WLW delivers more listeners at less cost than 25 other stations combined." Cover of folder features map of station's coverage area.

Romance and Mystery

EMPHASIS on variety is theme of latest promotion folder for KNX Los Angeles. Done in two colors, folder is titled "Heart throbs and hair raisers," and presents cartoon drawings of listener during romantic show and while listening to mystery program. Illustration of large red dagger points to fact that "Suspense" program originates at KNX and so does "Romance of the Ranches" show. Production facts about both shows are presented as examples of station's sales effectiveness.

Mail Response

MAIL RESPONSE from advertising over KXOK St. Louis is topic discussed on station's latest promotion release. Titled "The postman cometh . . ." promotion folder presents case of one KXOK advertiser who has received "tens of thousands of 'proof-of purchase' letters." Pictures of sponsor's sales manager and agencyman are featured, with their quotes stressing results of KXOK advertising.

Sports Column

SPORTS COLUMN written by "Bump" Hadley, sportscaster of WBZ-WBZA Boston-Springfield, has been offered by station at no charge to weekly newspapers throughout New England. Station reports that 75 newspapers, with total circulation of 399,659, have responded to offer. Column is titled "Here's the Pitch" and presents weekly review of nation's sports activities and Mr. Hadley's predictions.

WFRO Featured

FEATURED in April 23 issue of Pathfinder Magazine is article on activities of WFRO Fremont, Ohio. Story emphasizes future of FM broadcasting, its advantages to communities and listeners and details of progress at WFRO.

TV Pioneers Club

CERTIFICATES are being issued to television set owners in Chicago area as part of campaign started by The Fair Store, Chicago department store, to honor owners as "co-pioneers" with the industry. Certificates are for membership in Television Pioneers Club, and read in part: ". . . Issued in recognition of that pioneering spirit . . . of the individual unsung American who is unafraid to be a co-pioneer with industry rather than wait on the sidelines for absolute perfection." The Fair Store is an advertiser on WBKB, Chicago television station.

Power Increase

BASED on circus theme, using clown face with bright red, blue, and orange colors, full outdoor billboards are being used by WJHP Jacksonville, Fla., to attract attention to station's increase in power to 5,000 watts. In addition to billboards, WJHP also is using bus cards, window posters, book matches, full page displays in newspapers—all on circus theme, and hillbilly band visiting nearby towns.

Loaded Mike

TWO-COLORED folder featuring mail response received by Fred Beck, humorist heard on CBS Pacific network, has been released by CBS Western division. Titled "He didn't know it was loaded," folder describes Mr. Beck's receipt of 37,819 assorted box tops after one offer to send picture of his brother-in-law in return. Cover presents illustration of exploding microphone with cartoon drawing of Mr. Beck floating among assortment of box tops in cloud of smoke.

Sooner Twins

DESIGNED in form of theatre program announcement, latest promotion folder of KOMA Oklahoma City, and KTUL Tulsa, presents "The Sooner Twins in Oklahoma—the most sensational entertainment ever offered the public!" Cover of folder is illustration of theatre stage with parted curtains revealing two chorus girls holding signs on which appear call letters of KOMA and KTUL. Brightly colored folder gives data on coverage area of "Sooner Twins —a lovely combination of power and persuasion. . ."

Postcard Ticket

SOUVENIR postcard ticket that serves as admission to show, as well as promotes audience and merchandise advertised products, has been created by KGO San Francisco, for "Lady-Go-Lucky," audience participation program, heard Mon. through Fri. 12-12:30 p.m. Ticket is stub with printed instructions to detach postcard and mail to a friend. Postcard, printed in red and blue, features picture of Tom Paxton, m.c. of show, and border of individual pictures of products advertised on show.

'Ball and Bat-on'

BASEBALL and white band-leader's baton have been sent to radio editors by WQXR New York, as promotion for "Symphonic Matinee" program, sponsored by New York Yankees on WQXR, daily from 4:05 to 5 p.m. Accompanying card presents promotion piece as a "ball and bat-on."

Selling Voice

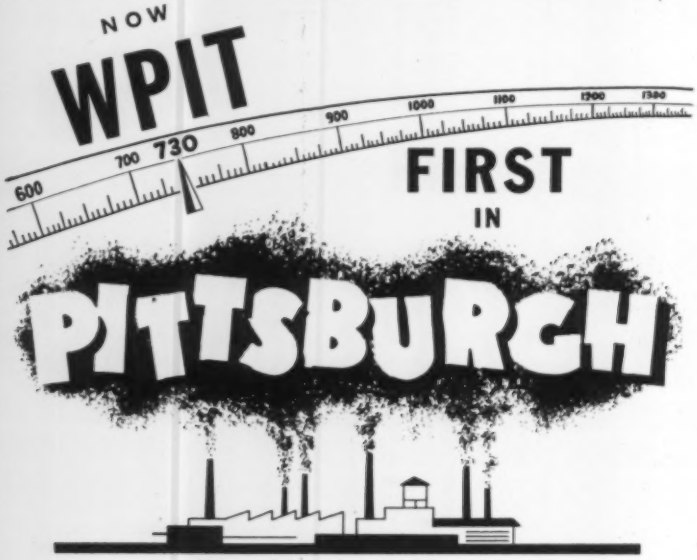
THREE-FOLD promotion piece in two colors is being distributed to the trade by WRNY Rochester, N. Y. Headed "Now . . . a powerful new selling voice in Rochester, N. Y. market," folder presents center spread of various promotional campaigns conducted by the station. Coverage map on back of folder gives statistics on seven counties reached by WRNY. Announcement also is made of opening soon of WRNY-FM.

FM Contest

CONTEST to pick best letter written by listener on subject, "Why I would like to have a new FM receiver" is being conducted by WWDC and WWDC-FM Washington. Letters must not exceed 150 words, and contest ends May 10. Winner will be awarded a new FM-AM Pilot radio receiver.

WPEN Expands Publicity

WPEN PHILADELPHIA has expanded its publicity department, placing it under the direction of William B. Caskey, who handles promotion, public relations and advertising for the station. Named publicity director is Gil Babbitt, who returned to WPEN several months ago as special events director after serving as producer of David Elman's "Hobby Lobby" programs. Added to the department is Howard Enders, who will specialize in feature stories on station activities.



at 730 on every dial

PITTSBURGH'S POWER-FULL INDEPENDENT

JOHN J. LAUX
Managing Director

THE FRIENDLY GROUP

730
WPIT
MORNING TO NIGHT

PITTSBURGH
PENNSYLVANIA
1000 WATTS

WPIT • WSTV
WFPG • WKNY

John L. Merdian, General Manager

NATIONAL REPRESENTATIVE JOSEPH H. McGILLVRA, INC., LOS ANGELES, CHICAGO, NEW YORK

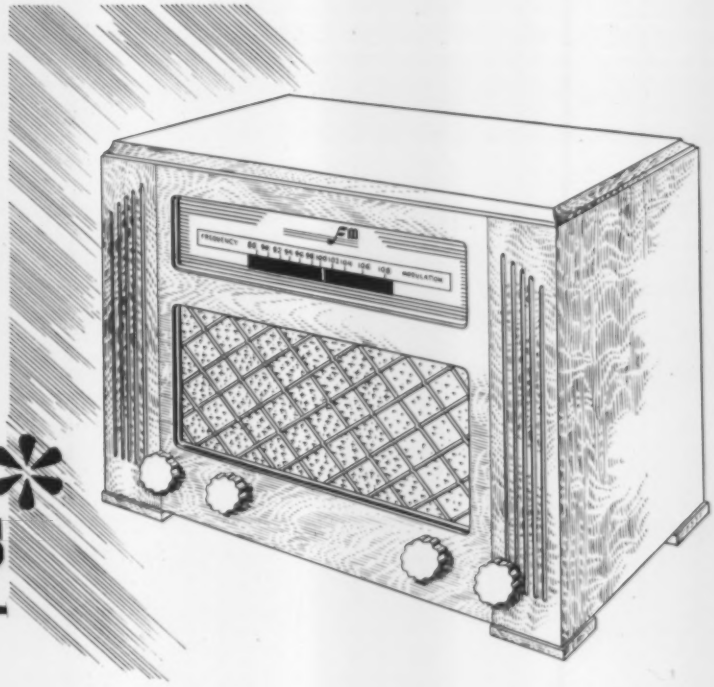
KROD

VOICE OF CBS IN THE SOUTHWEST . . . GIVES THE Only COMPLETE COVERAGE OF THE El Paso MARKET

600 KC ● 1000 WATTS

National Representatives:
Taylor-Howe-Snowden

here is "the people's FM"*



developed and designed to meet FM broadcasters' *demand* for a high quality FM receiver and tuning unit that can be marketed at a price *within* the purchasing power of *all income groups!*

Manufactured by Airadio Incorporated, Stamford, Conn.

....all FM broadcasters will be interested in our distribution plan. *write, wire or phone*

Electronics Incorporated

exclusive sales agency

934 Bowen Building, Washington 5, D. C., phone REpublic 6363

* Credit for calling this "the people's FM" goes to Sol Taishoff, Publisher "BROADCASTING"

Worthy of an Engineer's Careful Consideration
Featuring FM quality, low noise level, and compact construction, the Langevin 111 series, dual pre-amplifier consists of two individual, two stage amplifiers on the same chassis. With a fixed gain of 47 db, this amplifier has an output level of +16 DBM. The output noise is equivalent to an input signal of —124 DBM over a band width of 20,000 cycles. This amplifier is available with input impedance 30,250, or 600 Ohms; output impedance 600 Ohms. Later models provide 150 and 600 Ohms in both input and output coils.
A complete data sheet can be obtained by writing to Dept. D-1
The Langevin Company
INCORPORATED
NEW YORK 37 W 65 St. 23 • SAN FRANCISCO 1050 Howard St. 3 • LOS ANGELES 1000 N Seward St. 38
PRE-AMPLIFIER BY Langevin

ACTIONS OF THE FCC

APRIL 18 TO APRIL 24

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

April 18 Decisions . . .

BY COMMISSION EN BANC

AM—1370 kc

WCOA Pensacola, Fla.—Granted CP increase power from 500 w-N 1 kw-LS to 5 kw DA-N, install DA-N, operating unl. on 1370 kc; engineering cond.

WSAY Rochester, N. Y.—Granted CP increase 1 kw to 5 kw, install new trans. and employ DA-N, operating unl. 1370 kc; engineering cond.

WPAB Ponce, P. R.—Granted CP increase 1 kw to 5 kw and install new trans., operating unl. 1370 kc; engineering cond.

American Pacific Radio Bcstg. Co., Redlands, Calif.—Designated for hearing application for new station 1370 kc 500 w unl. DA-N and ordered that KCSB San Bernardino be made party to proceeding.

Petition Denied

KXLF Butte, Mont.—Denied petition requesting that above application of American Pacific Radio Bcstg. Co. be designated for hearing and petitioner be made party thereto.

Transfer of Control

KFJB Marshalltown, Iowa—Granted consent to transfer control over all outstanding common voting capital stock (290 shares) of Marshall Electric Co., licensee KFJB, from present four owners to Times-Republican Printing Co. for $75,000.

AM—1240 kc

Edisto Bcstg. Co., Barnwell, S. C.—Granted CP new station 1240 kc 250 w unl.; engineering cond. (Comr. Wakefield for hearing).

AM—930 kc

Aberdeen News Co., Aberdeen, S. D.—Granted CP new station 930 kc 1 kw unl. (DA-1) DA-DN.

Rocky Mountain Bcstg. Co., Pueblo, Col.—Granted CP new station 930 kc 1 kw-N 5 kw-D unl.

Petition Denied

KFI Los Angeles—Adopted memorandum opinion and order denying petition for reconsideration, directed against Commission action Feb. 20, granting application of WOI Ames, Iowa, for special service authorization to operate with 1 kw from 6 a.m. to local sunrise.

Action Rescinded

Commission April 4 adopted order rescinding and vacating its action of March 20, dismissing without prejudice application of Foundation Co. of Washington, Washington, D. C., and designated for hearing said application for new station 580 kc 5 kw unl., DA; further ordered that Metropolitan Bcstg. Corp., licensee WQQW, be made party to proceeding.

BY A BOARD

AM—1170 kc

Bellingham Bcstrs., Bellingham, Wash.—Granted CP new station 1170 kc unl. 1 kw DA-DN (DA-1).

AM—1490 kc

Burbank Bcstrs. Inc., Burbank, Calif.—Granted petition requesting grant of its application without further hearing and Commission removed said application from hearing docket and granted same 1490 kc 250 w unl.; engineering cond.

AM—1590 kc

Tillamook Bcstg. Inc., Tillamook, Ore.—Granted CP new station 1590 kc 250 w unl.

Ojai Bcstg. Co., Ventura, Calif.—Granted CP new station 1590 kc 1 kw (DA-1) unl.; engineering cond.

Rafael Fuster, Guayama, P. R.—Granted CP new station 1590 kc 1 kw unl.; engineering cond.

AM—1280 kc

KNAK Salt Lake City—Granted CP to change 1400 kc to 1280 kc, 250 w to 500 w, install new equipment and change ant. system; engineering cond.

AM—1310 kc

WGH Newport News, Va.—Granted CP change 1340 kc to 1310 kc, install new trans. and DA-DN (DA-1), change trans. location and increase 250 w to 5 kw.

Hearing Designated

KSTT Davenport, Iowa—Designated for hearing application to change from 750 to 1170 kc, increase 250 w to 1 kw, install DA and change trans. location; ordered that KVOO Tulsa, Okla., and WWVA Wheeling, W. Va., be made parties to proceeding.

WGBF Evansville, Ind. and WJOI Florence, Ala.—Designated for hearing in consolidated proceeding, application of WGBF to change power from 1 kw-N 5 kw-LS to 5 kw DA-N unl. on 1280 kc, with application of WJOI to change from 1340 to 1280 kc, 250 w to 1 kw-N 5 kw-LS DA-N unl.

AM—1590 kc

WWXL Peoria, Ill.—Granted CP change 1580 kc to 1590 kc, and 1 kw D to 1 kw unl. DA-DN (DA-2). Engineering cond.

KSJO San Jose, Calif.—Granted CP change operation on 1590 kc from 1 kw D to 500 w-N 1 kw-D DA-N.

WHHT Durham, N. C.—Granted CP change 1580 kc to 1590 kc, 1 kw-D to 1 kw-DN DA-N; engineering cond.

Petition Dismissed

WSAV Savannah, Ga.—Dismissed as moot petition of WSAV directed against Commission's action of May 27, 1946, which granted without hearing application of Charleston Bcstg. Co. for new station in Charleston, S. C.

License Renewal

Following stations were granted renewal of licenses for period ending May 1, 1950: WBEN KXLY KSAL KECK KFNF KFSG KMBC (and aux.) KOIN KROW KRRV KSWO KTMS KTW KVAN KVEC WBBR WDAE WDAY WDBJ (and aux.) WGST (and aux.) WICA WKNA WPEN (and aux.) WQAN (and aux.) WREN WRNL (and aux.).

WSOO Sault Ste., Marie, Mich.—Granted renewal of license for period ending Feb. 1, 1949.

Records Deleted

WJKD Clinton, N. C.—Granted authority to delete all records relative to CP granted Nov. 7, 1946 and mod. granted Jan. 16, 1947. Applicant feels that because of grant of similar facility to Clinton, N. C., community is not of sufficient size to support two stations.

Petition Actions

Lamar A. Newcomb, Falls Church, Va. and Rock Creek Bcstg. Corp., Washington, D. C.—Denied petition filed by Newcomb requesting that Commission dismiss application of Rock Creek Bcstg. Corp. for failure to prosecute. Granted petition of Rock Creek Bcstg. Corp. requesting that Commission accept its late appearance in re its application.

Petition Denied

WJR Detroit—Denied petition requesting that Commission designate for hearing application of WCPS Tarboro, N. C., for license to cover CP, or hold in abeyance action on said application.

Waiver Accepted

Standard Tobacco Co. Inc., Maysville, Ky.—Accepted joint waiver of hearing filed by Standard Tobacco Co. Inc. and WCPO Cincinnati, respondent in proceeding presently scheduled for hearing April 18, and removed said application from hearing calendar.

Hearing Designated

Hotels and Theatres Inc., Bluefield, W. Va.—Designated for hearing application for new station 1400 kc 250 w unl. and ordered that WBOB Galax, Va., be made party to proceeding.

Capital Bcstg. Co., Lincoln, Neb.—Designated for hearing application for new station 1000 kc 10 kw D in consolidated proceeding with Bartell Bcstg. Co., Madison, Wis. and WCFL Chicago.

Wharton Country Bcstg. Co., El Campo, Tex.—Designated for hearing application for new station 1490 kc 250 w unl. ordered that KNOW Austin and KSAM Huntsville be made parties to proceeding.

License Renewal

Ga. School of Technology, Atlanta—Granted renewal of W4XAG developmental station license for period ending May 1, 1948.

The Atlanta Journal Co., Atlanta—Same W4XAJ.

U. of Kentucky, Lexington—Same WBKY.

BY COMMISSIONER JETT

Cedar Valley Bcstg. Co., Austin, Minn.—Granted in part petition to enlarge issues in re consolidated proceeding involving its application and that of Mason City Bcstg. Co. and issues were enlarged to include question of overlap that will exist between service area of proposed station and that of KATE Albert Lea.

Oral J. Wilkinson, Murray, Utah—Granted petition for leave to amend its application to specify 1400 kc instead of 1230 kc; amendment was accepted and application as amended removed from hearing docket and placed in temporary pending file until May 1.

WSWZ Inc., Trenton, N. J.—Granted petition for waiver of rules and accepted petitioners written appearance in re application.

The Ponca City Pub. Co., Ponca City, Okla.—Granted petition for waiver of rules and accepted petitioner's written appearance in re its application.

New City Bcstg. Co., Torrington, Conn.—Same.

Radio Bcstg. Assoc, Houston, Tex.—Same.

The Litchfield County Radio Corp., Torrington, Conn.—Granted petition for leave to amend its application to show minor changes in stock distribution.

WBAP Fort Worth, Tex.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application of Bee Bcstg. Co., Beeville, Tex.

Harold H. Thoms, Spartanburg, S. C.—Granted petition for leave to amend application to change Par. 16 (b) and (c) to read "1 kw" power instead of "1 kc" power.

S. H. Patterson, Topeka, Kan., KVAK Atchison, Kan.—Commission on its own motion continued further consolidated hearing on applications presently scheduled April 21 to May 21.

Western Ore. Bcstg. Inc., Reedsport, Ore.—Granted petition for leave to amend application to substitute amended Exhibit B for Exhibit B as originally filed relative to program plans.

Joe V. Williams Jr., Chattanooga, Tenn.—Granted petition for continuance of hearing on application presently scheduled April 21 to May 12.

April 18 Applications . . .

ACCEPTED FOR FILING

License for CP

KGLU Safford, Ariz.—License to cover CP as mod., which authorized change in frequency, increase power, install new trans. and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KADP Pueblo, Col.—Mod. CP which authorized new standard station, for approval of ant. and trans. location and to specify studio location.

AM—1080 kc

Radio Bcstg. Corp., La Salle and Peru, Ill.—CP new standard station 1080 kc 1 kw D. AMENDED re officers, directors and stockholders.

AM—1400 kc

WEOA Evansville, Ind.—Authority to determine operating power by direct measurement of ant. power.

AM—970 kc

Gordon H. Brozek, Marquette, Mich.—CP new standard station 1240 kc 250 w unl. AMENDED to change from 1240 to 970 kc, 250 w to 1 kw D; hours operation from unl. to D and change type trans.

(Continued on page 66)

CONSULTING RADIO ENGINEER

JOHN J. KEEL

EARLE BLDG., WASHINGTON, D. C.

NATIONAL 6513

"By reason of special training, wide experience and tested ability, coupled with professional integrity, the consulting engineer brings to his client detached engineering and economic advice that rises above local limitations and encompasses the availability of all modern developments in the fields where he practices as an expert. His services, which do not replace but supplement and broaden those of regularly employed personnel, are justified on the ground that he saves his client more than he costs him."

Exacting specifications of South's most powerful independent station met by RAYTHEON precision engineering

●We're mighty proud to see "660 in Dixie" on the air with a complete station installation featuring Raytheon's modern new 5000 Watt AM Transmitter.

Big station engineers all over the country designed this transmitter. It is custom-engineered to their specifications, to give *you* exactly what you've always wanted—providing the utmost in broadcast excellence and reliability.

Consider just a few important points of superiority: HIGH FIDELITY SIGNAL • SIMPLIFIED CIRCUIT DESIGN • LOWER OPERATING COST • AUTOMATIC RECYCLING • COMPLETE OPERATIONAL CHECKS • FAST, EASY MAINTENANCE—through convenient servicing from within • INSTANTANEOUS POWER REDUCTION for nighttime operation.

Truly, Raytheon is establishing new standards of excellence in broadcast equipment. Get all the facts before ordering *your* transmitter. Write or wire today for eight-page illustrated folder, including complete technical specifications and schematic diagram.

The Raytheon Control Console provides fully automatic remote control of all transmitter operations, plus ample studio switching facilities for emergency programs originating at the transmitter

Devoted to Research and Manufacturing for the Broadcasting Industry

FCC Actions

(Continued from page 64)

Applications Cont.:

AM—1240 kc

KWOS Jefferson City, Mo.—CP to make changes in vertical ant. and mount FM ant. on top of AM tower. AMENDED to change trans. location (geographic coordinates).

AM—1450 kc

WHDL Alleghany, N. Y.—License to use old main trans. as aux., 250 w.

Modification of CP

WOV New York—Mod. CP which authorized to make changes in trans. equipment, for extension of completion date.

WOV New York—Mod. CP which authorized changes in trans. equipment, of aux. trans., for extension of completion date.

AM—700 kc

WLW Cincinnati—Authority to determine operating power by direct measurement of ant. power.

Acquisition of Control

KAKC-FM Tulsa, Okla.—Voluntary acquisition of control from Ethel B. Kellough and Robert W. Kellough to Sam E. Avey (125 shares of common stock—25%).

License for CP

KWIN Ashland, Ore.—License to cover CP which authorized installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WESB-FM Bradford, Pa.—Mod. CP which authorized new FM station, for extension of completion date.

WBAX Wilkes-Barre, Pa.—CP change from 1240 kc to 590 kc, increase 250 w to 1 kw, install new trans. and DA-DN. AMENDED to make changes in DA-N.

License for CP

WHIM Providence, R. I.—License to cover CP, as modified, which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

AM—1250 kc

WTMA Charleston, S. C.—CP change from 1250 to 630 kc and make changes in DA-N. AMENDED to change frequency to 1250 kc; change 5 kw to 1 kw-N 5 kw-DA-N and change type trans.

Modification of CP

WMRC-FM Greenville, S. C.—Mod. CP which authorized new FM station, for extension of completion date.

AM—560 kc

WHBQ Memphis, Tenn.—CP change 1400 kc to 560 kc, increase 250 w to 1 kw-N 5 kw-D, install new trans. and DA-DN, change trans. and studio locations. AMENDED to revise DA-N.

April 21 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WEBJ Brewton, Ala.—Mod. CP which authorized new standard station, for extension of completion date.

WGAD Gadsden, Ala.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KWHN Fort Smith, Ark.—Mod. CP, as mod., which authorized new standard station, to change type trans., to make changes in ground system, to specify studio location and extension of completion date.

FM—Unassigned

Alhambra Bcstrs. Inc., Alhambra, Calif.—CP new FM station (class A) on frequency to be assigned by FCC, ERP 370 w and ant. height above average terrain 431 ft. AMENDED to change studio and trans. locations.

Modification of CP

KSFH San Francisco—Mod. CP which authorized new FM station, to change ERP to 15.8 kw, make changes in ant. and change commencement and completion dates.

License for CP

KSJO-FM San Jose, Calif.—License to cover CP which authorized new FM station.

AM—1140 kc

KGDM Stockton, Calif.—CP increase 5 kw to 10 kw, make changes DA-N and install new trans. AMENDED to make changes DA-N.

AM—760 kc

Angelus Bcstg. Co., Temple City, Calif.—CP new station 1400 kc 250 w specified hours (N). AMENDED to change frequency to 760 kc, hours from specified to D and change type trans.

AM—1550 kc

Fulton County Bcstg. Corp., Atlanta, Ga.—CP new standard station 1550 kc 10 kw-N 50 kw-D DA-N unl. AMENDED re officers directors and stockholders.

Modification of CP

WEAS Decatur, Ga.—Mod. CP which authorized new standard station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

AM—1530 kc

Kewanee Bcstg. Co., Kewanee, Ill.—CP new standard station 1100 kc 250 w D. AMENDED to change frequency to 1530 kc.

AM—940 kc

Chanute Bcstg. Co., Chanute, Kan.—CP new standard station 940 kc 250 w D. AMENDED to change name of applicant from Galen O. Gilbert, H. Edward Walker and Phil Crenshaw, partnership d/b as Chanute Bcstg. Co., to Galen O. Gilbert, H. Edward Walker, Phil Crenshaw and George A. Rountree, partnership d/b as Chanute Bcstg. Co.

Modification of CP

KSEK Pittsburg, Kan.—Mod. CP which authorized new standard station, for approval of ant., for approval of trans. location and to specify studio location.

WKBZ Muskegon, Mich.—Mod. CP which authorized installation of new trans., changes in ant., and changes in trans. location, for extension of commencement and completion dates.

AM—1340 kc

WMSA Massena, N. Y.—CP install new vertical ant. and mount FM ant. top of AM tower. AMENDED to make changes in ant.

Authority Extended

ABC New York—Extension of authority to transmit programs to CFCF and CBL and Canadian Bcstg. Corp. for period beginning June 2, 1947.

Modification of CP

WMFR-FM High Point, N. C.—Mod. CP which authorized new FM station, to change type trans.; ERP to 38.3 kw, effective ant. height as 348.5 ft., make changes in ant. and change commencement and completion dates.

AM—1230 kc

Newton Bcstg. Co., Newton, N. C.—CP new standard station 1230 kc 250 w unl. AMENDED to change name of applicant from Earl Holder tr/as Newton Bcstg. Co. to Earl Holder, Ray Leinbach Jr., and Charles C. Turner, partnership d/b as Newton-Conover Bcstg. Co.

AM—660 kc

Heart of Ohio Inc., Columbus, Ohio—CP new standard station 660 kc 1 kw D. AMENDED re officers and directors.

FM—93.3 mc

Hazelton, Bcstg. Service Inc., Hazleton, Pa.—CP new FM station (class B) frequency to be assigned by FCC. AMENDED to change frequency from "to be assigned" to Channel 227.

AM—1470 kc

Richard J. Cook, Pittsburgh—CP new standard station 1470 kc 5 kw DA unl. AMENDED to change DA. AMENDED to change name of applicant from Richard J. Cook to United Bcstg. Corp.

Modification of CP

WETB Johnson City, Tenn.—Mod. CP which authorized new standard station, for approval of ant., to change type trans., for approval of trans. location and to specify studio location.

AM—1400 kc

Runnels County Bcstg. Co., Ballinger, Tex.—CP new standard station 1400 kc 250 w unl. AMENDED to change name of applicant from Fred Harman, E. L. Ingram, Arthur M. Underwood and R. E. Bruce d/b as Runnels County Bcstg. Co., to Fred Harman, E. L. Ingram, Arthur M. Underwood, R. E. Bruce, L. B. Horton, Walter E. Yaggy, L. B. Horton Jr. and Virginia E. Carswell d/b as Runnels County Bcstg Co.

AM—1110 kc

Brazoria County Bcstg. Corp., Brazoport, Tex.—CP new standard station 1110 kc 250 w D. AMENDED to change trans. and studio locations.

Modification of CP

KGBS-FM Harlingen, Tex.—Mod. CP as mod., which authorized new FM station, to make changes in ant. and

(Continued on page 68)

AT LAST! an up-to-the-minute AM Directory service for subscribers to

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE OF THE VISUAL BROADCASTING AND FREQUENCY MODULATION ARTS AND INDUSTRY

Television Digest and FM Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU, 1519 CONNECTICUT AVE. N.W., WASHINGTON 6, D.C. PHONE MICHIGAN 2020 • VOL. 3, NO. 9

OUR AM DIRECTORY SERVICE: To meet an insistent demand, intensified since the FCC quit publishing station lists, we now have a staff at work preparing an AM Directory Service much along the lines of our FM Directory Service. This service will be made available to our subscribers only. It will start immediately after the present AM "freeze" ends May 1.

All of our subscribers, the first week in May, will be sent a printed, loose-leaf AM Directory consisting of five parts: 1) List of all licensed or authorized U.S., Canadian, Mexican and Cuban stations by States or Provinces, with name of company, street address, frequency, power, network affiliation; 2) Same list by frequencies; 3) List of U.S. stations by call letters; 4) List of applications for new stations and new facilities by States, with addresses, FCC file numbers, present facilities, requested facilities; 5) Same list by frequencies.

After each week's FCC decisions, we will publish and mail to our subscribers loose-leaf addenda sheets, to be filed with the printed Directory, so that you can know the exact status of AM in any given place or on any given frequency at any time (same as we do now for FM). The Directory itself will be brought up-to-date periodically.

...gued picture of facsimile should begin to ...hairman) has agreed on commer- ...acted to

Test of Quality...

The test of quality in a radio station is in its ability to serve and satisfy its listeners.

The news service you select for *your* station is an essential factor in your over-all pattern of public service. The principles that guide the news service you broadcast should be as basic and as rigid as the principles behind Radio itself. Those of The Associated Press, built upon nine unchanging fundamentals, *are* parallel in every regard:

• *Objectivity, concentration of purpose, manpower*— these are the first three. They assure you of unbiased, non-partisan reporting... of news conceived as a *service* rather than as a motive for profit... of certainty that The Associated Press is ready whenever news breaks, anytime, anywhere in the world.

• *Mechanical facilities, speed, accuracy*— three more tests of The Associated Press that guarantee broadcasters the fastest possible delivery of news... reported fresh from the scene... meticulously gathered... checked... rechecked... every fact integrated.

• *Scope, performance, responsibility*— intangibles, but no less important than the rest. They manifest themselves in continuous effort to report every significant phase of human activity... in the determination to develop every mature standard of better news reporting... and in the personal feeling of public obligation by every man engaged in the work of The Associated Press.

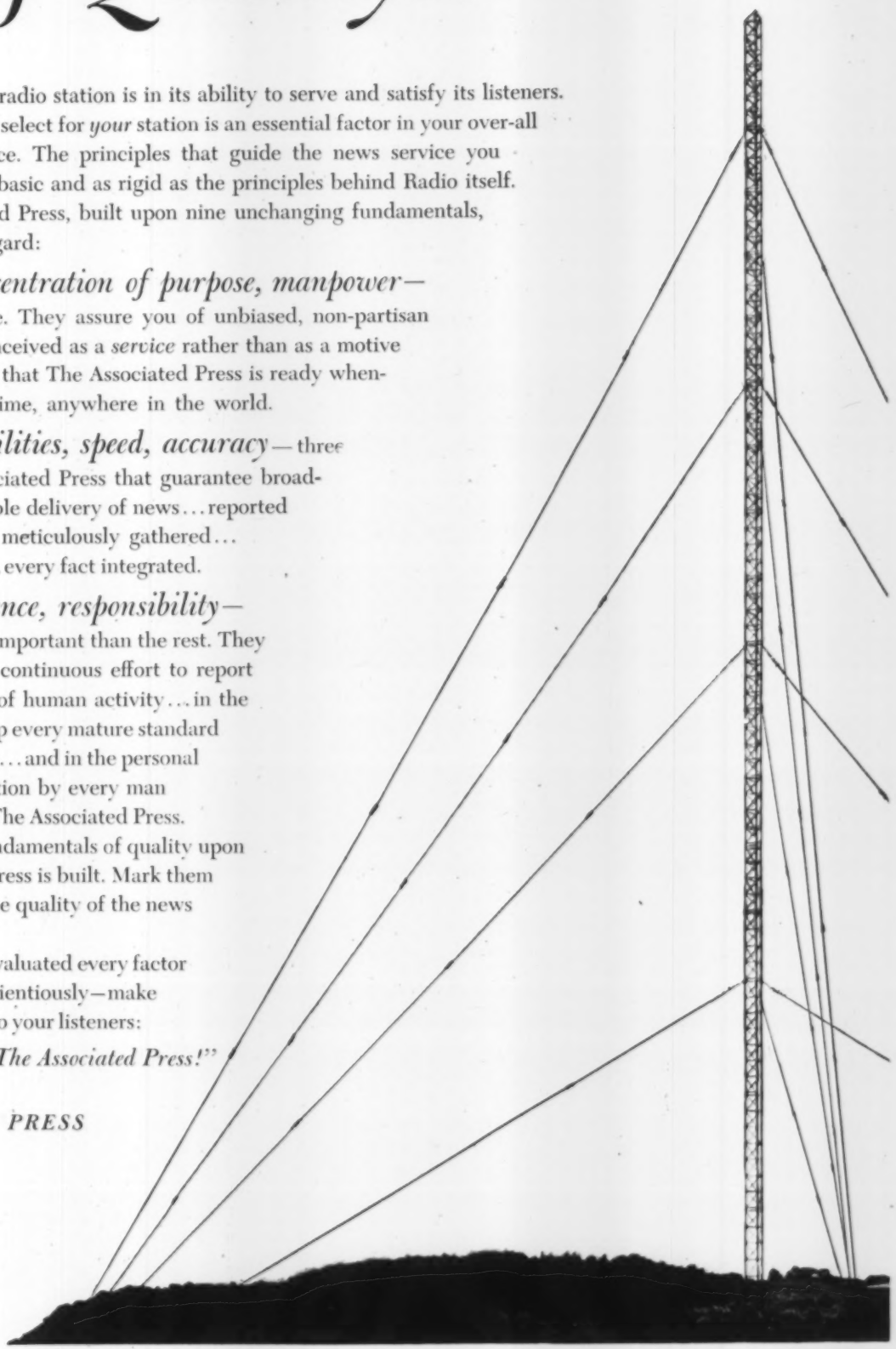
These are the nine fundamentals of quality upon which The Associated Press is built. Mark them well. Use them to test the quality of the news service you broadcast.

And when you have evaluated every factor —fully, wisely and conscientiously—make sure you are able to say to your listeners:

• *"This news is from The Associated Press!"*

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

AP



FCC Actions

(*Continued from page 66*)

Applications Cont.:

change commencement and completion dates.

AM—1400 kc

Utah Valley Radio Bcstg. Co., American Fork, Utah—CP new standard station 1400 kc 250 w unl.

Modification of CP

WFFV Richmond, Va.—Mod. CP which authorized new standard station, for approval of ant., to make changes in trans. equipment, approval of trans. location and to specify studio location.

April 22 Decisions . . .

DOCKET CASE ACTIONS

Commission announced order vacating and setting aside proposed decision (B-327) issued Feb. 6, in re applications of Charles W. Balthrope, San Antonio; Express Pub. Co., San Antonio; Gonzales Bcstg. Co., Gonzales, Tex., and Taylor Bcstg. Co., Taylor, Tex. Further ordered that record herein be reopened for purpose of incorporating therein such portions of proof of performance filed with Commission by WACO in connection with its application for standard broadcast license, as are pertinent to determination of soil conductivity along path between Waco and Taylor, Tex., and upon such incorporation record herein is closed.

Commission announced adoption of order designating for oral argument motions of Radio Wisconsin Inc. and Joseph Triner et al d/b as Village Bcstg. Co. to strike exceptions filed by Edwin Mead and motion of Sidney H. Bliss tr/as Beloit Bcstg. Co. to strike exceptions filed by Edwin Mead and by Elgin Bcstg. Co., in re supplemental proposed decision (B-299; B-291). Also adopted order setting for oral argument petition filed by Radio Wisconsin Inc. to modify supplemental proposed decision (B-299; B-291) by segregating its action into two parts, making said action final as to Elgin, Beloit, Madison and Rockford applicants, and proposed as to respective Oak Park applicants.

BY THE SECRETARY

KCBC Des Moines—Granted license to cover CP which authorized new station 1390 kc 1 kw unl. DA and for change of studio location.

WAPA San Juan, P. R.—Granted license to cover CP which authorized new station 680 kc 10 kw unl.

WMFR High Point, N. C.—Granted mod. CP to make changes in vertical ant. and extend completion date to 12-12-47.

WILX Wilkesboro, N. C.—Granted mod. CP which authorized new station for extension of completion date to 7-1-47.

WTCJ Tell City, Ind.—Granted mod. CP which authorized new station for approval of ant., of trans. location and to specify studio location.

KFQD Anchorage, Alaska—Granted mod. CP for extension of completion date to 11-12-47.

KYLE Almagordo, N. M.—Granted mod. CP for approval of ant., to change type trans. and for approval of trans. and studio locations.

KPBX Beaumont, Tex.—Granted mod. CP for approval of ant., of trans. location and specify studio location.

WBAY Coral Gables, Fla.—Granted license to cover CP which authorized new station 1490 kc 250 w unl. and change studio location.

WQAM-FM Miami, Fla.—Granted mod. CP which authorized new FM station for extension of completion date to 11-16-47.

WHB-FM Kansas City—Granted mod. CP which authorized new FM station, for extension of commencement and completion dates to 5-13-47 and 9-13-47 respectively.

KCRG-FM Cedar Rapids, Iowa—Granted mod. CP which authorized new FM station, to change studio location.

WKYC Paducah, Ky.—Granted mod. CP which authorized new FM station, for extension of completion date to 11-12-47.

WJPG Green Bay, Wis.—Same except 8-3-47.

WFBC-FM Greenville, S. C.—Same except 8-11-47.

KSEO-FM Durant, Okla.—Same except 6-27-47.

KFXM-FM San Bernardino, Calif.—Same except 10-23-47.

WCTW New Castle, Ind.—Same except 7-1-47.

WEW-FM St. Louis—Same except 6-13-47.

WRC-FM Washington, D. C.—Same except 7-15-47.

WCJT Louisville, Ky.—Same except 8-25-47.

KSO-FM Des Moines—Same except 11-20-47.

WGAY-FM Silver Spring, Md.—Same except 7-6-47.

KALW San Francisco—Granted mod. CP which authorized new FM noncommercial educational station for extension of completion date to 10-10-47.

RCA Portable-Mobile, Continental U. S.—Granted mod. CPs which authorized new experimental television relay station W10XLV and W10XLW, for extension of completion date to 9-3-47.

WCOC Meridian, Miss.—Granted mod. CP for extension of completion date to 5-12-47.

KVOC Redding, Calif.—Granted CP to make changes in vertical ant. and mount FM ant. on top of AM tower.

KVLF Alpine, Tex.—Granted license to cover CP which authorized new station 1490 kc 250 w unl.; cond.

WMBC Macon, Miss.—Granted license to cover CP which authorized new station 1400 kc 250 w unl.

KSST Sulphur Springs, Tex.—Granted license to cover CP which authorized new station 1230 kc 250 w unl.

KTNM Tucumcari, N. M.—Granted CP make changes in trans. equipment and change studio location.

KOAG Stillwater, Okla.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WWOD Lynchburg, Va.—Granted mod. CP which authorized new station, to change type trans.

KNET Palestine, Tex.—Granted CP install new trans.

WPAD Paducah, Ky.—Granted CP install new vertical ant. and change trans. location.

KULA Honolulu, T. H.—Granted mod. CP which authorized new station, for extension of completion date to 6-8-47.

KIEV Glendale, Calif.—Granted CP install new trans.

KMLB Monroe, La.—Granted mod. CP for extension of completion date to 10-14-47.

KWCJ Natchitoches, La.—Granted mod. CP which authorized new station, to change type trans. make changes in vertical ant. and for extension of commencement and completion dates to 60 days after grant and 180 days thereafter.

KRCT Goose Creek, Tex.—Granted mod. license to change studio location.

KGYW Vallejo, Calif.—Granted mod. CP which authorized new station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

WBOW Terre Haute, Ind.—Granted license to cover CP which authorized installation new trans.

WKAL Rome, N. Y.—Granted license to cover CP which authorized new station 1450 kc 250 w unl.; cond.

WBEC Pittsfield, Mass.—Granted CP install new trans.

WMBH Joplin, Mo.—Granted mod. CP to change type trans. and for exension of completion date to 2-13-48.

WKOY New Haven, Conn.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WRBC Jackson, Miss.—Granted mod. CP which authorized new station, to change trans. location.

WSOC Charlotte, N. C.—Granted CP install new vertical ant. and mount FM ant. on top of AM tower.

WTRR Sanford, Fla.—Granted mod. CP which authorized new station, for approval of ant., to change type trans. for approval of trans. location and to change studio location.

WGL Fort Wayne, Ind.—Granted mod. CP for extension of completion date to 6-1-47.

WNAM Neenah, Wis.—Granted mod. CP which authorized new station, to change type trans. make changes in vertical ant. and change studio location.

WCFL Chicago—Granted mod. CP for extension of completion date to 10-24-47.

KOBE Odessa, Tex.—Granted mod. CP which authorized new station, for extension of commencement and completion dates to 6-9-47 and 12-9-47.

WBT Charlotte, N. C.—Granted mod. CP for extension of completion date to completion date to 11-4-47.

WMIX Mt. Vernon, Ill.—Granted mod. CP which authorized new station, for approval of ant., to change type trans. for approval of trans. location and to specify studio location.

KXOA Sacramento, Calif.—Granted CP install new trans.

KXOB Stockton, Calif.—Granted mod. CP which authorized new station, to change type trans. and change type of ant. towers.

KPNI-FM Palo Alto, Calif.—Granted mod. CP which authorized new FM station, for extension of completion date to 10-27-47.

WBT-FM Charlotte, N. C.—Same except 11-4-47.

Kansas State College of Agriculture and Applied Science, Manhattan, Kan.—Granted mod. CP which authorized new experimental TV station W10XB for extension of completion date to 12-13-47.

(*Continued on page 73*)

SERVICE DIRECTORY

FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
RCA COMMUNICATIONS, INC.
64 Broad Street New York 4, N. Y.

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

ROOM 1010 MARKET 8173
RADIO ENGINEERING COMPANY
CONSULTANTS
Allocation - Installation
Field and Antenna Measurements
NORWOOD J. PATTERSON OWNER
1355 MARKET STREET SAN FRANCISCO, CALIF.

TOWER SALES & ERECTING CO.
Radio Towers
Erection, lighting, painting & Ground Systems
6100 N. E. Columbia Blvd.
Portland 11, Oregon
C. H. Fisher, Agent Phone TR 7303

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
Specializing in Antenna Problems
1011 New Hampshire Ave. NA 6485
Washington, D. C.

WINFIELD SCOTT McCACHREN
AND ASSOCIATES
Consulting Radio Engineers
TELEVISION SPECIALISTS
410 Bond Bldg. Washington 5, D. C. District 6923
809B Windemere Ave. Drexel Hill, Pa. Sunset 2537W

GEORGE H. JASPERT
Radio Consultant
STATION OPERATION & MANAGEMENT
including appraisals, market studies, program policies.
Little Building Boston 16, Mass.
Hancock 4948

REPRODUCER REPAIRING SERVICE
ALL MAKES—SPECIALISTS 9A & 9B
NOW -- 48 HOUR SERVICE
BROADCAST SERVICE CO.
334 ARCADE BLDG., ST. LOUIS 1, MO.

FREQUENCY MEASURING SERVICE
Highest Accuracy—Anytime
STANDARD MEASUREMENTS
Division of Radio-Electronics, Inc.
Phone 2652 Enid, Okla.

WILLIAM E. RICHARDSON
Consulting Radio Engineer
1935 S. W. Moss St. Cherry 4070
Portland 1, Oregon

TOM G. BANKS, JR.
CONSULTING RADIO ENGINEER
ROUTE 1—BOX 830
REDWOOD CITY, CALIF.
Phone Woodside 871

SOUND EFFECT RECORDS
GENNETT • SPEEDY-Q
Reduced Basic Library Offer Containing Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

LYNNE C. SMEBY
Consulting Radio Engineers
820 13th St. N. W., EX. 8073
Washington 5, D. C.

JOS. WEED & CO.,
350 Madison Ave., New York.
Know About the
5000 WATT TRANSMITTER
Now Being Erected by
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

In New England, the Boss knows a lot about the care and feeding of a good office force. He knows the extent to which sound, sensible buying of everyday necessities and luxuries keeps each member of the staff in tip-top form. Here's a fellow who keeps every appointment—*with NERN.*

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

These stations are NBC affiliates and carry the nation's popular top-ranking shows.

These stations represent over twice the power of any other combination in the area.

'WHEN YOU BUY NERN YOU BUY A NETWORK'

nern

New England Regional Network, Hartford, Conn.

NERN COVERAGE

New England—where 97.4% of the population listens regularly to NERN.

New England — where 8% of the nation's retailed goods are consumed annually.

New England — where 11% of the capital resources of U. S. banks are held.

NERN TIME

A day-time quarter-hour costs only $308. No line charges. Free studio facilities in Boston, Hartford or New York.

Nationally represented by WEED & COMPANY

New York • Boston • Chicago • Atlanta
Detroit • San Francisco • Hollywood

RCA
TUBES

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Tubes for AM

YES, WE HAVE THEM . . . in a complete line for standard-band and short-wave services. And they're famous.

Why? They're conservatively rated. They stand up. They give broadcasters top program service and operating economy. Your engineer can tell you a great deal about RCA tube performance. Ask him.

Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a large Zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads.

For information on any RCA tube, write RCA, Sales Division, Section P-36D2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

TELERAN, TOOL FOR AIR SAFETY, DEMONSTRATED

TELERAN, a combination of television and radar applied to air navigation and traffic control, was demonstrated under simulated flight conditions early this month by RCA. This new tool for air safety is being developed by RCA under the auspices of the U. S. Army Air Forces. Demonstration was in the nature of a progress report, following the first public showing of Teleran last October at Indianapolis. The third demonstration will comprise actual flight tests, scheduled to start this fall in Washington, D. C.

Essentially, Teleran comprises the televising of a map of a 50-mile area surrounding an airport from the airport to approaching planes. In addition to direction aids, landmarks and obstacles, the map also includes traveling blobs of light, showing the flight of planes in the area, with that of the plane receiving the signal crossed by a line that identifies it to the pilot as his own plane.

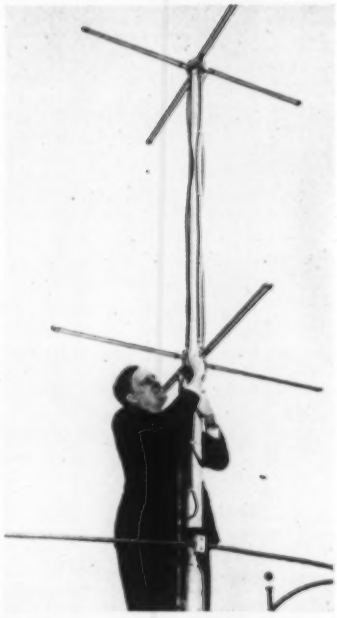
To show the rapid radar pips as a single traveling unit, RCA has developed a new "storage orthicon" television pickup tube, capable of retaining each individual image long enough to scan it many times. At the receiving end in the plane is a special receiving tube using high intensity phosphors that give an image bright enough to be clearly seen by the pilot in brightest daylight.

In addition to these new pick-up and receiver tubes, the demonstration also included the first showing of a newly developed optical map-mixing technique which improves the composite Teleran image and simplifies insertion of additional information as required, and of a time-multiplexing system providing for smultaneous transmission of images representing different altitude layers, with selective reception of the proper images by planes traveling in any of these layers.

Colombians Asks Another Tropical Broadcast Band

ADDITION of another tropical broadcast band in the 7 mc band (40 meters) is proposed by broadcasters in Colombia, according to *Foreign Commerce Weekly*, published by the U. S. Dept. of Commerce. Interference by amateurs is claimed, but the Ministry of Communications takes the position that broadcasters are interfering with amateurs.

Colombian broadcasters claim a station that can transmit on both medium and high frequencies can sell more time even though low-powered shortwave broadcasts have few listeners. They oppose increased power for U. S. shortwave broadcasting and contend that 50 kw stations in the U. S. and Europe cause interference.



NOT a circus daredevil, but A. James Ebel, WMBD Peoria engineering director, making final adjustments on new FM antenna for WMBD's experimental station W9XRA, which began operations April 2. In a word, purpose is to determine relative merits of elliptical and horizontal polarization for FM transmission to average receiver installation.

New Working Conditions For Operators in Canada

NEW WORKING conditions for operators of Canadian Broadcasting Corp. stations go into effect on May 1, the result of an agreement between the CBC staff council and CBC management reached at the national staff council meeting at Ottawa in mid-March. Under the new regulations operators work a maximum of 42 hours a week on a five-day week basis, and are to have two consecutive days off duty each week. Details also were worked out on rest periods and minimum hours between shifts.

Other problems discussed included classifications of job analysis, cost-of-living bonus on a sliding scale, commercial fees to announcers and producers, CBC by-laws on employes taking part in political campaigns, and welfare matters. C. R. Delafield, Toronto program office, was elected national chairman of the staff council.

Joint Union TV Study

STANDARDS of employment for talent on television broadcast are being studied by joint committee of talent unions which hopes to have proposals ready to present to video broadcasters in near future. Organized by Actors Equity Assn., AFRA and Screen Actors Guild before war, committee has gone into action, with support of American Guild of Musical Artists, American Guild of Variety Artists and Chorus Equity Assn.

PLAN FOR COLLEGES
GE Would Supply Low-Powered FM Transmitters

PROPOSAL designated to eliminate the cost barrier to non-commercial educational FM broadcasting has been submitted to the FCC and the U. S. Office of Education by the electronics department of General Electric Co. Under the plan colleges would be provided with small low-powered FM transmitters at less than a quarter the cost of previous equipment.

Plan calls for use of a transmitter with a power output of two and a half watts. This would be the modulator section of a large General Electric FM transmitter.

Commenting on the proposal, W. R. David, broadcast equipment sales manager in the GE electronics department's transmitter division, said: "Over 400 schools in the nation have radio workshops, yet less than 10% of them have stations in operation. At present only six colleges are using the 20 FM channels allocated by FCC and only 22 permits to construct educational stations have been granted." He pointed out that, if adopted, the GE plan would enable college students to get actual broadcast experience before they are graduated.

California Cuts Budget For FM School Network

CALIFORNIA State Education Dept. has pared down the budget estimate for its proposed FM network from $1,716,000 to $725,000. Action on the bill proposing the network is expected within the next three weeks. [BROADCASTING, March 10]. Original plans calling for a relay system will be dropped and no station construction will begin until a complete survey of available facilities has been completed. Four studios are visualized: two in Los Angeles and others in Sacramento and Berkeley.

State Dept. of Education has also begun a survey to determine total of existing equipment and program facilities among California's 4,000 schools.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. Adams 2414

McNARY & WRATHALL
983 NATIONAL PRESS BLDG. DI. 1205
WASHINGTON, D. C.

PAUL GODLEY CO.
LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

GEORGE C. DAVIS
501-505 Munsey Bldg. — District 8456
Washington 4, D. C.

Commercial Radio Equip. Co.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

RING & CLARK
25 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATIONAL PRESS BLDG. NA. 3373
WASHINGTON, D. C.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

RAYMOND M. WILMOTTE
PAUL A. deMARS
ASSOCIATE
1469 CHURCH ST., N.W. DE. 1234
WASHINGTON 5, D. C.

JOHN J. KEEL
A Complete Consulting Service
EARLE BLDG. WASHINGTON, D. C.
NATIONAL 6513

LOHNES & CULVER
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.

FRANK H. McINTOSH
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.

RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT & POAST
1319 F ST., N.W. DISTRICT 4127
WASHINGTON, D. C.

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

ANDREW CO.
CONSULTING RADIO ENGINEERS
363 E. 75TH ST. TRIANGLE 4400
CHICAGO 19, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
1605 CONNECTICUT AVE. MI. 4151
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REPUBLIC 1951
WASHINGTON, D. C.

UNIVERSAL RESEARCH LABORATORIES
A. E. TOWNE AND STAFF
One Nob Hill Circle, San Francisco 2, Calif.
Telephone: DOuglas 5380

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

COLTON & FOSS, INC.
927 15TH ST., N.W. REPUBLIC 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.

GILLE BROS.
1108 LILLIAN WAY GLADSTONE 6178
HOLLYWOOD, CALIFORNIA

WILLIAM E. BENNS, JR.
830 GREGG STREET PHONE 7342
COLUMBIA, SOUTH CAROLINA

H. V. ANDERSON & ASSOCIATE
715 AMERICAN BK. BLDG. RA. 0111
NEW ORLEANS, LOUISIANA

GUY C. HUTCHESON
1100 W. ABRAM ST. PHONE 1218
ARLINGTON, TEXAS

NATHAN WILLIAMS
Allocation & Field Engineering
20 Algoma Blvd. Ph. Blackhawk 22
Oshkosh, Wisc.

PRIESMAN & BISER
AM, FM, Television
Allocation, Station Design
MANAGEMENT TRAINING ASSOCIATES
3308 14th St., N. W.
Washington 10, D. C. ADams 7299

A. R. Bitter
CONSULTING RADIO ENGINEER
622 Madison Avenue
TOLEDO 4, OHIO

Barclay & Saxon
Radio Engineering Consultants
2915 Red River Phone 2-5055
Austin, Texas

STATIONS, AGENCIES, ADVERTISERS, SERVICES . . .

1947 RADIO OUTLINE MAP NOW AVAILABLE!

- This 25"x38" 1947 Radio Outline Map shows every radio city in the United States, Canada, Alaska and Puerto Rico, the number of stations per city by symbol. It clearly names and outlines every county, state and province. You'll see where new stations have sprung up in 1946—the year 522 construction permits were authorized. Printed on 70# International offset, it takes ink and color like your letterhead. SUPPLY IS LIMITED. ORDER YOUR MAPS TODAY!

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

STATIONS AND NETWORKS: use this big map to define your coverage, compare competition. For presentations and in planning your merchandisable area.

AGENCIES AND ADVERTISERS: plot your network and national spot campaigns, show area covered. Include in salesmen's presentations. For general radio research.

REPRESENTATIVES: pinpoint cities where there are stations you represent; calculate their coverage. Include in salesmen's brochures.

SIMPLY MAIL THIS COUPON NOW . . .

To: BROADCASTING PUBLICATIONS, Inc.
National Press Building
Washington 4, D. C.

Please send me _____ 1947 Radio Outline Maps, for which I enclose $_____.
(Check or money order, please)

NAME _____
FIRM _____
ADDRESS _____
CITY _____ *ZONE* _____
STATE _____

Towne, Kees and DeWitt Get Promotions at KSFO

ALFRED E. TOWNE, engineer in charge of transmitting facilities for KSFO San Francisco and international shortwave stations KWID and KWIX, has been appointed director of engineering to replace R. V. Howard, engineering vice president, who has been granted an indefinite leave of absence to assume the post of NAB director of engineering [BROADCASTING, March 24]. Stations are owned by Associated Broadcasters Inc., San Francisco, whose executive vice president, Philip G. Lasky, made the announcement.

Promotions for two other veteran employes of KSFO also were announced. Al Kees, audio supervisor, has been appointed chief of transmitting facilities. Merrill DeWitt moves up from the technical staff to become audio supervisor. The changes become effective May 1. Mr. Towne has been with KSFO 11 years, Mr. Kees nine and Mr. DeWitt twelve.

Public Opinion Research Leaders to Hold Meeting

A MEETING of public opinion research leaders from all over the world to form an international professional association and conduct clinical sessions, will be held under the auspices of the National Opinion Research Center Sept. 2-5 at Williams College, Williamstown, Mass.

Serving on the committee which is drafting plans for the new organization is Elmo C. Wilson, director of research for CBS. Archibald Crossley of Crossley Inc. and Paul Lazarsfeld of the Bureau of Applied Research, Columbia U. are included in a group of 16 sponsors arranging the conference program.

Doherty

(Continued from page 36)

wholesome employment. Jurisdictional strife, restrictive labor practices, featherbedding, the failure of management to pursue constructive employe-employer relations policies, cumulative distortions in wage patterns and similar practices will certainly boomerang upon radio unions, radio personnel, and upon radio ownership and management.

The prevailing challenge to labor and management is to guide their mutual relations by a genuine sense of fairness, firmness and moderation and, during the next few years, establish the foundation of sound labor policies and practices for the radio industry.

By so doing, all elements—employes, ownership and management—will mutually benefit from the economic progress and expansion which lie ahead for this vigorous field of American business.

FCC Actions

(Continued from page 68)

Decisions Cont.:

Balaban & Katz Corp., area of Chicago—Granted CP to install new vis trans., change frequency, power, emission and ant. system of W9XBB.

WEEK Peoria, Ill.—Granted mod. CP which authorized new station, for extension of completion date to 6-1-47.

April 23 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

Commission announced final decision (B-223) denying application of Bcstg. Service Organization Inc. for renewal of license of WORL Boston. Bcstg. Service Organization will be given temporary license for WORL until August 31 to wind up its affairs. Commission will take no action prior to June 1 on any application for facilities to be vacated by WORL. In view of action denying application for renewal of license, application for transfer of control of Bcstg. Service Organization from present stockholders to Bitner Bcstg. Co. has become moot and is therefore dismissed. (Comrs. Walker, Hyde and Webster did not participate. Comr. Jett issued separate dissenting opinion.)

Commission announced proposed decision (B-352) looking toward grant of application of KOVO Bcstg. Co. to change operating assignment of KOVO Provo, Utah, from 1240 kc 250 w unl. to 960 kc 1 kw DA-N. At same time Commission proposes to deny application of KROW Inc. to increase power of KROW Oakland, Calif., from 1 kw unl. DA to 5 kw and change in trans. location from Oakland to San Francisco, operating on 960 kc. Denial would be without prejudice to filing by KROW of new application for 5 kw, either D or unl., which will not cause objectionable interference to KOVO operation as proposed to be authorized herein, or to any existing station or pending application.

April 23 Applications . . .

ACCEPTED FOR FILING

SSA—660

KFAR Fairbanks, Alaska—Extension of special service authorization to operate with an RCA Type 10-DX trans. on 660 kc 10 kw unl. for the period beginning 3 a.m. (EST) 5-1-47.

AM—1190 kc

Yumesa Bcstg. Co., Yuma, Ariz.—CP new standard station 1190 kc 1 kw DA unl. AMENDED to revise DA.

License for CP

KWRZ Flagstaff, Ariz.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KRKN Fort Smith, Ark.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KWTC Barstow, Calif.—Mod. CP which authorized new standard station, for extension of completion date.

AM—1590 kc

KSJO San Jose, Calif.—Authority to determine operating power by direct measurement of ant. power.

FM—Unassigned

Angelus Bcstg. Co., Temple City, Calif.—CP new FM station (Class A) on frequency to be assigned by FCC, ERP 250 w.

Modification of CP

WHOO Orlando, Fla.—Mod. CP which authorized new standard station, to change DA-DN to DA-N.

License for CP

KCID Caldwell, Ida.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

KSIG Crowley, La.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WTCB Flint, Mich.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WMUS Muskegon, Mich.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

WFNX Saginaw, Mich.—License to cover CP, as mod., which authorized new standard station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Developmental

General Electric Co., Onondaga County, N. Y., Syracuse, N. Y.—CP new developmental station on 88.1, 95.9, 107.9 mc, 50 kw, emission special for FM, unl.

License for CP

Onondaga Radio Bcstg. Corp., area of Syracuse, N. Y.—License to cover CP for new remote pickup station WCYJ on 156.75, 158.40 mc 15 w emission special for FM unl.

KSWO Lawton, Okla.—License to cover CP, as mod., which authorized change in frequency, increase power, change hours operation, install new trans. and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WPGH Pittsburgh—Mod. CP which authorized new standard station for approval of ant., to change type trans. and for approval of trans. location. AMENDED to change studio location.

License for CP

WBAX Wilkes-Barre, Pa.—License to cover CP, as mod., which authorized increase power, install new trans., changes in ant. and change in trans. and studio location and authority to determine operating power by direct measurement of ant. power.

AM—1240 kc

WWON Woonsocket, R. I.—Authority to determine operating power by direct measurement of ant. power.

FM—100 mc

Newberry Bcstg. Co., Newberry, S. C. CP new FM station (class B) on 100 mc band and ERP 38.4 kw.

FM—100.3 mc

Midcontinent Bcstg. Co., Sioux Falls, S. D.—CP new FM station (class B) on channel 262, 100.3 mc ERP 50.7 kw and ant. height above average terrain 361 ft.

License for CP

WSVS Crewe, Va.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KOMO Seattle, Wash.—Mod. CP, as mod., which authorized increase power install new trans. and DA-N and change trans. location, to change type trans., to change from north tower to center tower for D operating and change studio location.

ACCEPTED FOR FILING

AM—670 kc

Southwestern Bcstg. Co., North Little Rock, Ark.—CP new standard station 670 kc 1 kw D-DA. AMENDED to install DA.

Modification of CP

KSBW Salinas, Calif.—Mod. CP which authorized new standard station, for approval of DA (DA-1) and to change trans. location.

WNBW Washington, D. C.—Mod. CP, as mod., for extension of completion date.

License for CP

WKOX Framingham, Mass.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

FM—100 mc

Woodward Bcstg. Co., Detroit—CP new (class B) FM station on 100 mc band and ERP 20 kw.

FM—Unassigned

Elmer A. Benson, St. Paul, Minn.—CP new FM station (metropolitan) on frequency to be determined by FCC. AMENDED to specify trans. site.

Elmer A. Benson, Rochester, Minn.—CP new FM station (metropolitan) on frequency to be assigned by FCC. AMENDED to specify trans. and studio sites and make changes in ant.

Elmer A. Benson, Duluth, Minn.—CP new FM station (metropolitan) on frequency to be determined by FCC. AMENDED to specify trans. and studio sites and make changes in ant.

WSKB McComb, Miss.—CP change from 1230 to 1250 kc, increase 250 w DN to 1 kw-D 500 w-N, install new trans. and DA-N and change trans. and studio locations. AMENDED to make changes in DA.

Modification of CP

KOPR Butte, Mont.—Mod. CP which authorized new standard station, to change from 550 to 580 kc and make changes in DA-N. AMENDED to change name of applicant from Frank C. Carman, David G. Smith, Jack L. Powers and Grant R. Wrathall d/b as Montana Bcstg. and Television Co. to Frank C. Carman, David G. Smith, Frank C. Carman, administrator of estate of Jack L. Powers, deceased, and Grant R. Wrathall, d/b as Copper Bcstg. Co.

Remote Pickup

Central States Bcstg. Co., Portable-Mobile area of Omaha, Neb.—CP new remote pickup station on 152-162 mc band, 50 w, emission A3 and hours operation in accordance with Sec. 4.403.

TV—Experimental

CBS Portable-Mobile, area of New York—CP new experimental TV relay station on 6900-6925 mc 0.1 w emission A5 and unl.; also license to operate experimental TV relay station on 6900-6925 mc 0.1 w emission A5 and unl.

Modification of CP

WNBT New York—Mod. CP, as mod., and which authorized new commercial TV station, for extension of completion date.

AM—1100 kc

Samuel L. Stephens Sr., Brigham City, Utah—CP new standard station 1010 kc 250 w D. AMENDED to change from 1010 to 1100 kc.

APPLICATIONS RETURNED

FM—Unassigned

Albert B. Pyatt, Garden City, Kan.—CP new FM station (class A) on frequency to be assigned by FCC, ERP 802 w. Returned April 22; program analysis not submitted with application.

ST Link

Federal Telecommunication Labs Inc., New York—CP for new ST link station on 945 to 955 mc 3 w emission special FM and unl. Returned April 22 for applicant to appear before notary public for application to be subscribed and sworn to.

APPLICATION DISMISSED

Modification of CP

KDAM Pittsburg, Kan.—Mod. CP, as mod., which authorized change frequency, increase power, change hours of operation, install DA-N and change trans. location, for extension of completion date. DISMISSED April 21. Application unnecessary.

(Continued on page 74)

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Stevens

UNLESS IT CAN HAPPEN WITH YOU

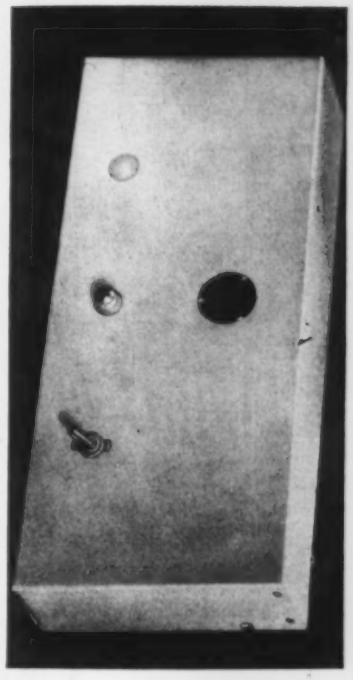
On Transcriptions: LANG-WORTH—Chuck Foster; CAPITOL—Hal Derwin; WORLD—Russ Morgan; THESAURUS—Novatime Trio; MacGREGOR—Eddie Skrivanek, Henry King.

On Records: Frankie Carle—Col. 37311; Three Suns—Vic. 20-2197; Mr. and Mrs. Andy Russell—Cap. 386; Johnny Long—Sig. 15109; Lawrence Welk—Dec.*; Blue Barron—MGM*; Starlighters—Mercury*.

*(*soon to be released)*

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.



FM and AM Remote Amplifier— IMMEDIATE DELIVERY

Ideal for Semi-permanent Installations

This compact, 4-stage, a-c operated remote amplifier is especially designed for semi-permanent installations in churches, night clubs, etc. Gain control is screwdriver set; self-contained power supply.

SPECIFICATIONS

Frequency Response: Uniform within ± 1 db, from 30 to 20,000 cycles.
Maximum Gain: 80 db.
Output Noise Level: — 60 db.
Distortion: 1% from 50 through 7500 cycles, measured at 2 volts across 600 ohms.
Input Impedance: 30, 125, 250 and 500 ohms.
Output Impedance: 600 ohms.
Power Output: Maximum + 10 dbm.
Dimensions: 16⅝" x 6½" x 3".
Weight: 8 lbs. 5 ozs.
Finish: Aluminum Gray.

This amplifier may be equipped with either Cannon or Hubbel Connectors.

Price, F.O.B. Dallas **$87.50**
Complete with Tubes

INTERNATIONAL ELECTRONICS CORPORATION
4145 Commerce Street Dept. C DALLAS 1, TEXAS

We Design Special Equipment or Will Build to Your Own Specifications

1ST
• on the Dial
• in Listening*
• in Network

WSJS
LEADS
Day and Night!
in the
TRI-CITIES
• WINSTON-SALEM
• GREENSBORO
• HIGH POINT

NORTH CAROLINA'S
No. 1 MARKET

*Conlan Survey, November 1946

WSJS
WINSTON-SALEM
THE JOURNAL-SENTINEL STATION

NBC
AFFILIATE

REPRESENTED BY
HEADLEY-REED COMPANY

FCC Actions

(Continued from page 73)

Applications Cont.:

TENDERED FOR FILING

AM—1340 kc

Gillespie Bcstg. Co., Fredericksburg, Tex.—CP new standard station 1340 kc 250 w unl.

Modification of License

WBBR Brooklyn, N. Y.—Mod. license to operate with main studio at location of auxiliary studios pending reconstruction of main studio.

Modification of CP

WTNS Roscoe, Ohio—Mod. CP to change studio location operating on 1560 kc 1 kw D.

Assignment of CP

WSCR Scranton, Pa.—Consent to assignment of CP to Lackawanna Valley Bcstg. Co.

AM—830 kc

Albert B. Pyatt, Garden City, Kan.—CP for new standard station 830 kc 1 kw D.

AM—1230 kc

Northwest Public Services, Spokane, Wash.—CP new standard station 1230 kc 250 w unl. (Contingent on KFIO grant).

April 24 Decisions . . .

BY A BOARD

AM—1240 kc

Inland Broadcast Co., Weiser, Ida.—Granted CP new station 1240 kc 250 w unl.; engineering cond.

AM—1600 kc

McKinney Air Enterprises Inc., McKinney, Tex.—Granted CP new station 1600 kc 500 w D; engineering cond.

Hearing Designated

Holland Bcstg. Co., Holland, Mich.—Designated for hearing application for new station 1450 kc 250 w unl. and ordered that WKLA Ludington and WIBM Jackson, Mich., be made parties to proceeding.

Thomas G. Harris, individually and as trustee for Coleman Gay, et al, Austin, Tex.—Designated for hearing application for new station 1340 kc 250 w unl. and ordered that KAND Corsicana and KVIC Victoria be made parties to proceeding.

Petition Denied

Litchfield County Radio Corp., Torrington, Conn.—Denied petition for conditional grant of CP for new station 1170 kc 1 kw D pursuant to Sec. 1.385 (e) of Rules.

Petition Granted

Utican Observer-Dispatch Inc., Utica, N. Y.—Granted petition for waiver Sec. 1.363 (formerly 1.369) of Rules, and accept for filing application submitted simultaneously with petition, for new station 1230 kc 250 w unl.; said application to be contingent upon grant of application of WIBX to change operating assignment.

License Renewal

Following stations were granted renewal of licenses for period ending May 1, 1950: WMMN KPAC WSIX KFEL KPRC WCOC WCSH WELI WHA WLBL WRRF WSAZ WSBT WTAD WTAW WTMA WTRY WSPA KALL KFKA KFXJ KLX KMA KPOF KSEI KSEL KUSD WAAF WABI WAPO (and aux.) WBAA WCAE (and aux.) WCOP KFKU.

KVNU Logan, Utah—Granted renewal of license for period ending Feb. 1, 1949.

WTSB Lumberton, N. C.—Same for period ending Feb. 1, 1950.

WJOI Florence, Ala.—Same.

WEOA Indianapolis, Ind.—Granted renewal of license for period ending Aug. 1, 1947.

WPAR Parkersburg, W. Va.—Granted renewal of license for period ending Feb. 1, 1948.

Temporary Extensions

KRSC Seattle, Wash.—Present license extended on temporary basis for two months, pending receipt of further information requested under Sec. 308 (b).

KFWB Los Angeles, Calif.—Same.

Licenses for the following stations were extended on temporary basis for period ending July 1, 1947: KARK KFJZ WAIT KJR (and aux.) KOB KOLO WJHL KTKN KWBC WAAT (and aux.) WDEL WFMD WFLA WJAR (and aux.) WRC WTTM WISN (and aux.) WJBO WKPA WWJ (and aux.) WLOU WSM-FM WTMJ-FM WNBF-FM WBRL.

Final Extension

WOKO Albany, N. Y.—Granted final extension of special temporary authorization for WOKO to expire Aug. 31. Similar extensions for facsimile station W2XWE.

License Renewal

Following FM stations were granted renewal of licenses for period ending May 1, 1948: KMBC-FM KYW-FM WBCA WHFM WMOT WDRC WELD WGNB WIP-FM WQXQ WTAG-FM WHEF.

Licenses for following noncommercial educational stations were renewed for period ending May 1, 1948: KALW WBEZ WBOB WIUC.

AM—1600 kc

Champion City Bcstg. Co., Springfield, Ohio—Granted CP new station 1600 kc 500 w D (applicant had requested 1 kw).

Marion Radio Corp., Marion, Ind.—Granted CP new station 1600 kc 500 w D (applicant had requested 1 kw).

Action Stayed

Patrick Joseph Stanton, Philadelphia—Ordered that effectiveness of Commission's action of May 10, 1946, granting CP to Patrick Joseph Stanton for new station, be stayed pending further action of Commission, because of order of U. S. Court of Appeals for D. C. in case of L. B. Wilson Inc. v. FCC.

FM Conditional Grants

Nied & Stevens Inc., Warren, Ohio—Authorized conditional grant for Class B FM station in lieu of Class A previously authorized (*).

E. Anthony & Sons Inc., West Yarmouth, Mass.—Authorized conditional grant for Class A FM station (*).

WHDL Inc., Olean, N. Y.—Authorized conditional grant for Class B FM station (*).

Copper City Bcstg. Corp., Rome, N. Y.—Authorized conditional grant for Class B FM station in lieu of Class A station previously authorized allocated channel 261 to Rome (*).

San Bernardino Valley Bcstrs., Colton, Calif.—Authorized conditional grant for Class A FM station (*).

Monterey Bay Bcstg. Co., Santa Cruz, Calif.—Authorized conditional grant for Class B FM station (*).

McClatchy Bcstg. Co., Fresno, Calif.—Authorized conditional grant for Class B FM station (*).

FM CP Cancelled

Siskiyou Bcstg. Co. Inc., Yreka, Calif.—Granted request to cancel without prejudice its CP for new Class A FM station authorized Jan. 23, because applicant, Oregon corporation, has been unable to obtain permission to do business in California because of similarity of its name to that of Siskiyou County Bcstg. Corp., California corporation.

Hearing Designated

Commission adopted order designating for hearing following applications for new Class A FM stations in vicinity of Los Angeles: San Pedro Printing and Pub. Co., San Pedro; Southern California Associated Newspapers, Glendale; Muller Bros., Hollywood; School of Radio Arts, Beverly Hills; Robert Burdette, San Fernando; William R. Haupt, Inglewood; Airtone Co., Long Beach; California Bcstg. Co., Santa Monica; Arthur H. Croghan, Santa Monica; Rodgers & McDonald Newspapers Inc., Inglewood; Nichols & Warriner, Long Beach; San Fernando Valley Bcstg. Co., San Fernando; Centinela Valley Bcstg. Co., Inglewood; Alhambra Bcstrs. Inc., Alhambra; Angelus Bcstg. Co., Temple City. Further ordered that applications of Southern California Associated Newspapers Inc. and San Pedro Printing and Pub. Co. be heard upon additional issue involving overlap of service; and that applications of Muller Bros. and San Pedro Printing and Pub. Co. be heard on additional issue whether grant would be in contravention of Sec. 3.203 (b) of Rules.

FM CPs Granted

Two conditional grantees given CPs new FM stations while 15 others given CPs in lieu of previous conditions.

(*) Subject to further review and approval of engineering details.

April 24 Applications . . .

ACCEPTED FOR FILING

AM—1360 kc

KFFA Helena, Ark.—CP to change from 1490 to 1360 kc, increase 250 w to 1 kw, install new trans. and DA-N and change trans. location. AMENDED to make changes in DA-N.

Modification of CP

KUSN San Diego, Calif.—Mod. CP which authorized new AM station, for extension of completion date.

WSAC Columbus, Ga.—Mod. CP which authorized new AM station, for approval of DA, to make changes in trans. equipment and change trans. location.

AM—1240 kc

Cambridge Co., Cambridge, Md.—CP new AM station 1240 kc 250 w unl. AMENDED to change power from 250 w to 100 w.

Modification of CP

WGFG Kalamazoo, Mich.—Mod. CP which authorized new AM station, for extension of completion date.

WRBC Jackson, Miss.—Mod. CP, as mod., which authorized new AM station, to change type trans.

AM—950 kc

WIBX Utica, N. Y.—CP change from 1230 to 950 kc, increase 250 w D to 5 kw DN, install new trans. and DA-DN and change trans. location. AMENDED to make changes in DA.

Modification of CP

WBEX Chillicothe, Ohio—Mod. CP which authorized new AM station, for approval of ant., change type trans. and for approval of trans. and studio locations.

WHYU Newport News, Va.—Mod. CP which authorized new AM station, for approval of ant. to make changes in trans. equipment, for approval of trans. location and to specify studio location.

License Renewal

The Tribune Co., area of Tampa, Fla.—Applications for renewal of remote pickup license filed for WTHB.

APPLICATIONS DISMISSED

Pilgrim Bcstg. Corp., West Palm Beach, Fla.—CP new AM station 1340 kc 250 w unl. Dismissed April 18, application of WWPG denied.

Peter B. Thornell, Florence, S. C.—CP new AM station 1230 kc 250 w unl. (Contingent on grant of WOLS application.) Dismissed April 18, application of WOLS dismissed.

TENDERED FOR FILING

AM—1240 kc

Bastrop Bcstg. Co., Bastrop, La.—CP new AM station 1240 kc 250 w unl.

Hearings Before FCC . . .

APRIL 28

Further Hearings

WGKV Charleston, W. Va.—License renewal. For relinquishment of control of Kanawha Valley Bcstg. Co., licensee, and for transfer of control of same.

WCHS Charleston, W. Va.—License renewal.

FCC Tactics

(*Continued from page 13*)

did not go above 1500 kc and therefore did not include observations of any standard broadcast station operating on the frequency 1530 kc. In fact, it was not until the year 1937 that the standard broadcast band was extended to include the frequency 1530 kc. Therefore, it is obvious that the Commission was in error in limiting its study to an obsolete, theoretical standard and in ignoring other official data in its own possession which were called to its attention by [WCKY].

The Commission argued:

WCKY is not entitled under the Commission's Rules and Regulations to protection from daytime skywave interference to its groundwave signal. Therefore it was not deprived of any right to a hearing under . . . the Communications Act. . . .

. . . . The reason why the Commission's Rules do not afford protection against daytime skywave interference, as the Commission's decision in the instant case points out, is that scientific studies which have been made over a long period of time indicate that in the daytime such skywave signals as may be propagated are exceedingly uncertain in occurrance and duration, and are of very low intensity. . .

. . . . (WCKY) contends that the propagation curve on which the Commission relied was inaccurate as applied to WCKY, a station operating on 1530 kc. It bases its contention on the fact that most of the measurements upon which these curves are based were made prior to 1937. . . However, these curves and the other applicable provisions of the present Standards of Good Engineering were adopted in 1939 after a formal hearing . . . and informal engineering conferences . . . at which 45 representatives of broadcast equipment manufacturers, networks, broadcast associations, and consulting engineers were present. . . . On the basis of all the expert knowledge presented to the Commission, the Commission felt it would be unreasonable to recognize as an interfering signal, against which protection would be afforded under the Rules, a signal which is so unstable, erratic, and uncertain.

WCKY's case was argued by Paul D. P. Spearman, Washington attorney, who with Russell Rowell prepared the station's brief. FCC's case was argued by Joseph Kittner of the Commission's legal staff. John H. Midlen appeared as Counsel for Mr. Stanton, intervenor, but did not participate in the argument.

Benny Replacement

AMERICAN TOBACCO Co.'s summer replacement for the NBC *Jack Benny Show* will be *The Jack Paar Show*, beginning June 1, Sundays, 7-7:30 p. m. [See Closed Circuit April 7]. Agency is Foote, Cone & Belding, New York.

U. S. ARMY's *Sound Off* show (CBS, Fri., 7:30-8 p. m.) is conducted by Mark Warnow (center), who appears happy in the company of Army and agency representatives and the show's producer. L to r: Glenhall Taylor, Hollywood director of radio for N. W. Ayer & Son Inc.; Col. Mason Wright, U. S. Army; Mr. Warnow; H. L. McClinton, N. W. Ayer vice president in charge of raido, New York; Charles Herbert, producer of *Sound Off*.

ABC HEADS TO CONFER WITH AFFILIATE CHIEFS

MARK WOODS, president of ABC, John H. Norton Jr., vice president in charge of stations for ABC, and Ivor Kenway, the network's director of advertising and promotion, will meet with representatives of affiliated stations in Denver on April 30 and in San Francisco on May 5.

The meetings, according to ABC, are intended to give network officials first hand knowledge of current problems of the affiliates, and at the same time let the stations in on network plans and developments and promote closer cooperation.

The Denver meeting was called by Frank Carman of KUTA Salt Lake City, who represents the stations in that district on the network's Stations Planning and Advisory Committee. The May 5 meeting was called by Jack Gross of KFMB San Diego, who represents the Pacific District on the committee.

50-Station Campaign

VESS BEVERAGE Co., after a test of its new "no caffein" Vess Cola drink in the St. Louis area, has extended its advertising to 16 states, with 50 radio stations and 100 newspapers now carrying campaign. Agency is Olian Advertising Co., St. Louis.

ANPA

(*Continued from page 13*)

total advertising soared to $898,000,000.

The United Press, meanwhile, also held its annual meeting last week and UP President and General Manager Hugh Baillie announced an overall increase of 145 new clients, 75 of them in the radio industry.

More than 800 stations are now being served by UP, according to Radio Sales Manager Al Harrison, and many more are expected when the new FM stations begin operating.

Claiming that news continued to hold the top position in radio during the past year, Phil Newsom, radio news manager, called attention to postwar trends, stating that "stations have paid increasingly great attention to regional and local news and to new and unusual programming ideas." UP has anticipated this trend, according to Mr. Newsom, and now sends more than five hours a day of regional and local news, two hours above the wartime figure. He added that newscasts today feature on the average approximately 50% national news, 25 to 30% local and regional and 15% foreign.

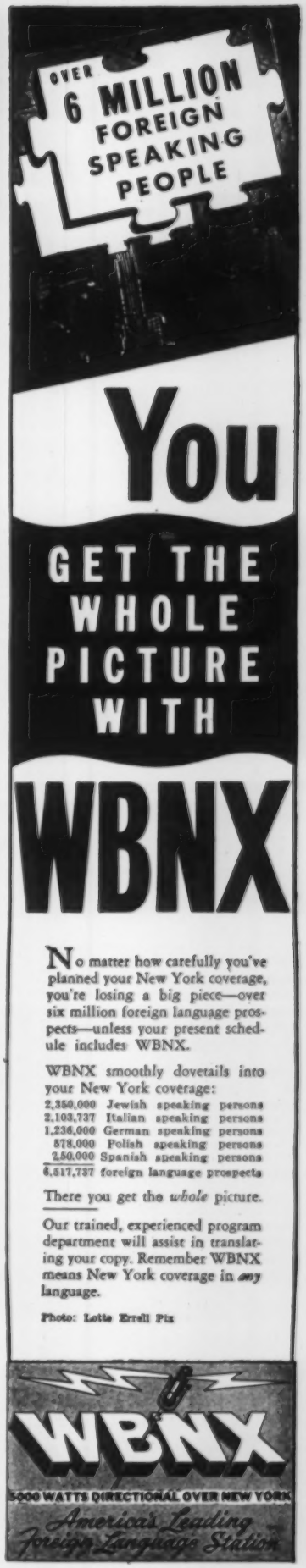
UP now uses 170 transmitter hours daily as compared to 132 hours a year ago and thus has increased transmission of news around the world by approximately 30%, according to Harry Flory, foreign news manager and director of communications.

Announcement was also made that UP had opened 14 new bureaus in Europe, South America and the Far East and four in this country during the year. This was in addition to many state capital bureaus and some special sub-bureaus like that at the United Nations.

Resubscribe to Hooper

SAN ANTONIO radio stations which were reported suspending subscriptions to "City Hooperatings" have "resubscribed," but to a more extensive audience measurement service involving substantial sampling increases and the issuance of more frequent reports, C. E. Hooper Inc., reported last week.

WOW is 24 years YOUNG!
(APRIL 2, 1946)
. . . and every member of our staff, 83 of us, veterans and youngsters, has a terrific enthusiasm for his job . . .
590 • NBC affiliate • GILLIN know how!
Serving OMAHA Plus
WOW


OVER 6 MILLION FOREIGN SPEAKING PEOPLE
You
GET THE WHOLE PICTURE WITH
WBNX
No matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX.
WBNX smoothly dovetails into your New York coverage:
2,350,000 Jewish speaking persons
2,103,737 Italian speaking persons
1,236,000 German speaking persons
578,000 Polish speaking persons
250,000 Spanish speaking persons
6,517,737 foreign language prospects
There you get the whole picture.
Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.
Photo: Lotte Errell Pix
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

Here are four vice presidents in a company that spends millions every year on national advertising.

Two of them have a lot to say about markets and media, and these two are your prospects. But which two? Each one might blandly deny any interest in advertising, and try to shift your sales representative over to the ad manager or the agency.

But if you were sitting in the chair of the SALES MANAGEMENT editor, you could judge them by their *interests*. Which vice presidents read things that would help them in media selection? *These* would be SALES MANAGEMENT subscribers, and you'd probably find them among the executives who have been flooding us with orders for our recent series, "How to Increase Sales Through Better Media Selection" by Arthur Hurd, J. Walter Thompson's Director of Media Research.

Whether it's an article like this, our annual *Survey of Buying Power*, our monthly *High Spot Cities* or our *County Outline Retail Sales Map*, SM subscribers go overboard for anything that will help them coordinate media selection with their sales objectives in the local markets of the nation.

So if you can't always *name* and *personally contact* the men who select markets and media, you can always effectively *reach* them by advertising in SALES MANAGEMENT — the nation's only sales magazine.

Sales MANAGEMENT
THE FIRST WORD ON MARKETS
THE LAST WORD ON MEDIA
386 FOURTH AVENUE, NEW YORK 16, N. Y.
CHICAGO SANTA BARBARA

North Carolina's FM Stations Organize State Association

COOPERATIVE campaign among FM stations in North Carolina to work with dealers in obtaining stocks of FM receivers and increasing public demand for sets was set in motion last Monday at the organization meeting of the North Carolina FM Assn. held at the Cherry Hotel, Wilson, N. C.

Holders of FM CP's either must go on the air or give up their permits, Bill Bailey, FM Assn. executive director, told the 72 registered delegates representing 21 stations and affiliated industry groups. He said the FCC is about to go after permit holders who get grants merely to tie up frequencies and keep others from getting into the business.

He added that the "time for appeasement is past. We in FM must stand on our feet and fight for our rights."

Eight board members and officers were elected. President is Allen Wannemaker, WGTM-FM Wilson, N. C.; Keith Byerly, WBT-FM Charlotte; E. Z. Jones, WBBB Burlington. Other directors are Harold Essex, WSJS-FM, WMIT Winston-Salem; Gaines Kelly, WFMY Greensboro; Fred Fletcher, WRAL-FM, Raleigh; Cecil Hoskins, WWNC Asheville; R. A. Dunlea, WMFD Wilmington.

R. L. Chapman, of Chapman & Wilhelm, Charlotte Stromberg-Carlson distributor, declared radio is "in a rut," with the public turning to records. He called on FM to turn this trend through superior programs. He suggested that service firms be instructed in servicing new sets before delivery.

W. R. David, General Electric general sales manager of broadcast equipment, said GE already has shipped one 10 kw transmitter, as well as 122 others, and soon will have 3 kw and 10 kw units. Mr. Byerly said WBT has opened a studio for set display and is selling AM time to dealers to promote FM. Mr. Essex said his stations have conducted demonstrations before schools and clubs. He urged managers to program their FM stations just as they do their AM. Mr. Jones reviewed dealer activity in his community and told how WBBB and dealers are cooperating.

Wilson Registration

W. J. Alston, WHNC; Ted W. Austin, WFMY-FM.

J. N. (Bill) Bailey, FM Assoc.; John Bivins, Radio Engr. Lab.; S. L. Braxton, WENC; Charles B. Britt, WLOS-FM; T. N. Brock, WENC; Keith Byerly, WBT-FM.

Dave Caldwell, Radio Engr. Lab.; A. Hartwell Campbell, WCKB; Jim Campbell, United Press; A. L. Chaney, WAYS-FM; R. L. Chapman, Chapman & Wilhelm Co.; Edward Codel, Telecasting Pub.; J. M. Comer Jr., General Electric; Bob Covington, WBT-FM.

J. R. Dalrymple Jr., Scotland Bcstg. Co.; W. R. David, General Electric; Victor W. Dawson, WFNC; A. L. Drew, WCBT; Dick Dunlea, WMFD; Claude Dunnagan, WRAL-FM.

Harold Essex, WSJS-FM.

Fred Fletcher, WRAL-FM; Nathan Frank, WHNC; Ray A. Furr, WIS.

Lloyd W. Garrand, Airadio; Henry Gatton, Statesville Bcstg. Co.; E. J. Gluck, WSOC-FM; W. H. Goan, WAYS-FM.

John C. Hanner, WCPS; A. T. Hawkins, WGBR-FM; Phil Hedrick, WSJS-FM; Walter P. Hester, WHPE-FM; John Hicks, WGBR-FM; E. J. Hodel, WCFC; B. S. Hodges Jr., WGTC-FM; Louis Howard, WHIT; Henry Hulick Jr., WPTF-FM.

J. Frank Jarman, WDNC; Fred Johnson, WRAL-FM; E. Z. Jones, WBBB-FM.

Gaines Kelly, WFMY-FM; William C. Koplovitz, Electronics Inc.

Frank S. Lambeth, WMFR-FM; Lloyd Lands, Chapman & Wilhelm Co.; L. B. Leonard, WISE-FM.

Bill Malone, WGTM-FM; Richard H. Mason, WPTF-FM; Claud Meares, WCBT; J. T. Moore, Nash-Steele-Warren; Robert Moore, WMFR-FM; E. H. Morris Jr., R. F. Trant.

Leland B. Nelson, WGBR-FM.

Warren Palmer, WCEC; J. Roy Parker, WPBN; Maryon Parker, WPBN; T. H. Patterson, WRRF-FM; Don Pierce, WRRF-FM.

John M. Rose, WHPE-FM.

Harry Severance, WGTM-FM; J. W. Shackleford, Stromberg-Carlson Co.; C. M. Smith Jr., WSJS-FM; Henry Sullivan, WDSC-FM.

W. B. Taylor, Wincharger & Raytheon; Daniel Trueblood, WGBR-FM.

T. H. Walrod, WENC; Allen Wannamaker, WGTM-FM; Melvin J. Warner, WCEC; Penn Watson, WGTM-FM.

R. W. Youngsteadt, WPTF-FM; W. D. Yount, Chapman & Wilhelm Co.

Taylor Elected Chairman Of Gannett Radio Board

DALE TAYLOR, WENY Elmira, New York manager, has been elected chairman of the Gannett Radio Board, succeeding Gunnar O. Wiig.

C. Glover DeLaney, WTHT Hartford, was appointed board secretary. Members attending the board meeting in Danville, Ill., include: Robert J. Burow, WDAN Danville, Ill.; Mr. Wiig, WHEC, WHEF Rochester, N. Y.; Walter E. Nilson and Max M. Everett, J. P. McKinney & Son; Mr. Taylor and Mr. DeLaney.

Treesweet Spots

TREESWEET PRODUCTS Co., Santa Ana, Calif. (citrus juices), has appointed West-Marquis Inc., Los Angeles, to handle national advertising. Spot radio will be used.

KSBR ON AIR AS FIRST 50 KW ON HIGH BAND

KSBR San Bruno, Calif, new FM station of Radio Diablo Inc., went on the air with a 50-kw transmitter last Wednesday, said by FCC authorities to be the first 50-kw station operation in the high band.

The station operates on 97.7 mc and is temporarily located at the plant of Eitel McCullough Inc., tube manufacturing firm whose owners have major interests in Radio Diablo. The transmitter was designed and built by Eitel-McCullough. Antenna is turnstile, giving effective radiated power of approximately 200 kw.

FCC authorities said the station is operating under special authorization for equipment tests. The 50-kw operation in the high band was requested last winter seeking to prove recent transmitter tube developments of Eitel-McCullough [BROADCASTING, Dec. 23].

FCC Proposed Decision In Texas Is Set Aside

FCC announced last week that it had set aside its proposed decision in the Texas 1450-kc cases and reopened the record to include new information on soil conductivity along the path between Waco and Taylor, Tex.

The proposed decision had characterized FCC as "impressed" with the qualifications of Taylor Broadcasting Co., of Taylor, and with Taylor's need for service, but concluded that that application should be denied because of serious adjacent channel interference with WACO Waco. Gonzales Broadcasting Co.'s application, for 1450 kc with 250 w at Gonzales, was then proposed to be granted and those of Express Publishing Co. and Charles W. Balthrope, of San Antonio, to be denied along with the Taylor application [BROADCASTING, Feb. 10].

Oil Promotion

AMERICAN PETROLEUM Institute has appointed Sullivan, Stauffer, Colwell & Bayles, New York, to handle its advertising campaign which will include local radio.

On The Air
Atlanta's New WBGE
MIKE BENTON, President
MAURICE COLEMAN, General Manager

Ad Council

(*Continued from page 17*)

countless network sustaining programs.

In estimating the value of network and station time donated to the Council's cooperating network sponsors, the Council calculated the circulation as worth well above $400,000,000.

The value of other phases of the campaign cannot be estimated, even on a rough basis, according to Arthur C. Stringer, NAB Director of Special Services. He cited an example of one five-week campaign earlier this year as typifying what a thousand stations have been doing for five years.

Between Feb. 25 and March 31, Mr. Stringer said, WOW Omaha, for example, donated $9,761 in free time to the Red Cross. This included nine 15-minute programs and a large number of announcements. Recalling that 175 campaigns have been supported by the Council and that a thousand stations have cooperated in public interest activities, he said the industry's role can never be evaluated in terms of dollars.

In summarizing the broadcasting participation in OWI and Council activities, George P. Ludlam, Council radio director, voiced official gratitude in a letter to BROADCASTING (see text on this page).

Mr. Ludlam issued a review of this participation in which he suggested that "radio's story should be told by radio." He said: "Radio listeners know that the vital public service appeals are being broadcast daily. They know that these are important messages and that they are presented sincerely and effectively. But, many more listeners need to know why and how these messages get done. Many believe that the Government inserts these appeals, or that the announcer, through the kindness of his heart, tosses them in to fill time.

"Listeners should be told directly—even proudly—that these messages represent a voluntary coordinated use of commercial radio time in the public interest by advertisers who know that this country's national problems did not end with the war."

The story of the birth of coordinated public service advertising by American business is told in an announcement by the Council starting a week after Pearl Harbor when Donald Nelson, about to be named chief of the War Production Board, discussed with a group of advertising executives what the average citizen could do to help achieve victory.

Out of that meeting came the War Advertising Council, with ANA, AAAA, NAB and other organizations cooperating. First major assignment was to sell bonds. The Council set up the Radio Allocation Plan, through which advertisers and networks volunteered to carry war information topics on a regular schedule on their programs. This plan was handled by the Office of War Information.

Format of Radio

Mr. Ludlam said that in the first week of the plan, "radio urged its listeners to buy war bonds, salvage scrap metal and pool their automobiles. The next week top programs broadcast information announcing and explaining sugar rationing, and later in May these programs took on the job of raising $32,000,000 for the newly-formed USO.

"Since that beginning radio, conducted over 175 different major information campaigns in behalf of more than 40 public and private agencies. Approximately 30 of these campaigns have been conducted since the war ended.

"The total radio circulation given these campaigns during the five-year period has been conservatively estimated at more than 130,000,000,000 listener-impressions (one message heard once by one listener). The very minimum dollar value of this circulation is estimated at well above $400,000,000.

"These figures represent only the radio messages on which the OWI and the Advertising Council were able to keep records. Radio and radio advertisers carried a tremendous volume of public service material which went unrecorded."

Mr. Ludlam reviewed the types of campaigns conducted by the Council during the war and listed movements which have been given radio support during peace. At present the Council plan has a radio circulation of a billion listener impressions each month.

Overall value of time and space devoted to public interest drives during the war was estimated at more than a billion dollars, with present support placed at more than $100,000,000 a year.

IN PUBLIC INTEREST
Ludlam Thanks Broadcasters For Cooperation

GRATITUDE of the Advertising Council for participation of all segments of the broadcast industry in its wartime and peacetime campaigns was extended by George P. Ludlam, vice president and radio director, in a letter to Sol Taishoff, editor and publisher of BROADCASTING. Mr. Ludlam's letter:

Dear Mr. Taishoff:

"As you know coordinated public service advertising this month completes its fifth year of service to the nation, and The Advertising Council has been the recipient of numerous letters and statements of congratulation in behalf of American business and American advertising from various organizations who have been the beneficiaries of the large amounts of radio time which business has generously contributed in the public interest.

"I should therefore like to take this opportunity of expressing through BROADCASTING the sincere and grateful thanks of The Advertising Council to all the various segments of the radio industry—and to all the individual men and women who have worked so closely with advertisers and advertising agencies—for the splendid cooperation which has made possible the record of achievement of the past five years."

RCA Victor Announces Five New Plant Managers

FIVE new plant managers have been added to the Engineering Products Department of the RCA Victor Division, RCA, Camden.

They are: Marvin G. Whitney, former production manager of Broadcast and Industrial Electronic Equipment Manufacturing, RCA, to Broadcast and Industrial Electronics Manufacturing; Clarrell R. Rigby, formerly in complete charge of all manufacturing in the RCA Engineering Products Department, to Communications and Aviation Radio Manufacturing; Donald K. Sieburg, former staff-assistant to W. W. Watts, vice president of the RCA Engineering Products Department, to manufacturing of 16mm motion picture equipment, theatre equipment and test and measuring equipment; Albert C. Lindquist, former manager of the Central Planning and Product Manager Division, to Government Equipment Manufacturing, and Thomas J. Reed, formerly on the staff of the vice president in charge of all engineering and manufacturing for the RCA Victor Division, to Parts Fabrication.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

-WANTED-

PACKAGE DRUG ACCOUNTS

. . . . . to join the growing group of

Successful WAAT packaged drug advertisers—

Successful in cash register results—

Successful because they know that—

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

New Jersey's 1st Station
970 ON THE DIAL
WAAT
NEWARK-NEW JERSEY

WOC

"No April foolin'. Most of us listen to WOC most of the time."

QUAD Cities

DAVENPORT, ROCK ISLAND
MOLINE, EAST MOLINE

Since 1942, Hooper surveys have shown that only WOC delivers the Quad-Cities . . . the largest metropolitan area between Chicago and Omaha, and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.

5,000 Watts, 1420 Kc.
Basic NBC Affiliate

B. J. Palmer, President
Buryl Lottridge, Manager

WOC

DAVENPORT, IOWA
National Representatives:
FREE & PETERS, Inc.

Radio Sports Cited as Juvenile Aid

Sen. Myers Terms Them Part of Democratic System in U. S.

COMMERCIAL sponsorship of sporting events is strengthening the democratic system as well as providing an effective weapon against juvenile delinquency, prominent figures from the sports world were told last Monday at a testimonial dinner tendered by a group of over 100 broadcast stations to Atlantic Refining Co. and its agency, N. W. Ayer & Son. The dinner was held at the Warwick Hotel, Philadelphia.

Senator Francis J. Myers (D-Pa.), member of the House Committee on Interstate & Foreign Commerce; Louis B. Nichols, assistant director of the FBI; Connie Mack, owner of the Philadelphia Athletics; L. C. McEvoy, director of broadcasting, American Baseball League, and others joined in paying tribute to role of broadcasting in bringing sports events to the nation.

Silver bowl was presented to Robert H. Colley, Atlantic president, by John Shepard 3d, chairman of the board of Yankee Network. The bowl carries an engraved message in recognition of Atlantic's 12-year record of sports sponsorship, including 2,200 football and 10,000 baseball games as well as basketball.

Agency Honored

Scroll narrating the role played by N. W. Ayer & Son in placing the sports program on an average of more than 60 stations a year was presented to Harry A. Batten, Ayer president, by Judge Harry S. McDevitt, of the Common Pleas Court, 1st Judicial District of Pennsylvania.

In charge of the testimonial dinner was a committee of station executives headed by Frank A. Smith, president and general manager of WWSW Pittsburgh. Other members of the committee were Edward D. Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; Ernest Loveman, WPTZ Philadelphia; R. C. Maddux, WOR New York; Clair R. McCollough, Mason-Dixon Group; William B. McGrath, WHDH Boston; E. S. Whitlock, WRNL Richmond; H. C. Wilder, WSYR Syracuse; Mr. Shepard. Thomas B. Price, WWSW commercial manager, and Martin A. Cohen, WWSW promotion manager, assisted in arrangements.

Senator Myers pointed out that radio is sensitive to criticism of its public service role and is evolving plans to meet this criticism. He said that it would be difficult, however, to find cause for complaint against sports broadcasting, adding that stations and sponsors are performing a distinct public service by combating juvenile delinquency, developing wholesome interests in young minds and lifting the morale of the American worker.

TESTIMONIAL DINNER at which Atlantic Refining Co. received silver trophy from over 100 broadcast stations was arranged by committee of which Frank R. Smith, WWSW Pittsburgh, was chairman. Award was received by Robert H. Colley, Atlantic president. Left to right: E. S. Whitlock, WRNL Richmond; Mr. Smith; Ed Clery, WIBG Philadelphia; Leon Levy, WCAU Philadelphia; E. B. Loveman, WPTZ Philadelphia; Mr. Colley; R. C. Maddux, WOR New York; John Shepard 3d, Yankee Network; Clair McCollough, WGAL Lancaster.

Mr. McEvoy spiked once more the argument that broadcasts cut down attendance at sports events. Club owners now want their games broadcast, he said, recalling that attendance records rose gradually up to 1945 when seven clubs in the league permitted broadcasting. Attendance in 1945 reached 5,500,000, he said. In 1946, with seven clubs on the air all season and the eighth part of the time, 9,620,000 persons paid to see American League games. He credited this record to cooperation of clubs, stations, announcers and primarily sponsors. He lauded Atlantic Refining for promoting interest in sports.

Mr. McCollough, representing NAB President Justin Miller and the entire broadcasting industry, congratulated Atlantic Refining on the high standards of its sports programs and its public service activities. Bill Slater, representing Atlantic announcers, said Atlantic's demands were stiff but credited to this fact the high calibre of its overall coverage.

A. K. (Rosey) Rowswell, who announces Atlantic games on WWSW, was toastmaster.

NET AUDIENCE REPORT ANNOUNCED BY BMB

BMB today (April 28) announced publication of its network audience report showing the net unduplicated audiences of the four nationwide networks and ten regional networks which subscribed to BMB, broken down by counties and about 1,000 cities.

The 544-page report is a companion piece to the BMB Area Report, issued earlier, which contains the same information for individual stations. Advance copies of the report will be delivered tomorrow April 29, to the networks the NAB, ANA and AAAA, BMB reports, with general distribution to all station subscribers and all ANA and AAAA members to begin May 9. Additional copies are available at $25 each, $15 to educational and non-profit organizations.

'Shadow' Renewed

DELAWARE, LACKAWANNA & WESTERN Coal Co., New York, effective Sept. 7 for 39 weeks, renews *The Shadow* on 39 MBS eastern stations, Sundays, 5-5:30 p. m. Agency is Ruthrauff & Ryan, N. Y.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co

The Shreveport Times Station

WORL

(Continued from page 18)

and general manager of American Guaranty Corp., Boston.

FCC's majority decision found that Mr. Lafount and the Cohens acquired 70% of the WORL voting stock on March 25, 1937, but failed to apply for Commission consent and also "concealed from the Commission the fact that a transfer of the majority of Class B voting stock had taken place at that time." Other acquisitions, the majority said, were reported "in such manner and at such times as suited their particular purposes and convenience without regard to the true facts and the requirements of the rules and regulations of the Commission."

Cites 'Misrepresentation'

In "over 17 reports and applications" during six years following March 25, 1937, FCC asserted, the principals misrepresented that Robert C. Nordblom continued to be the owner of 300 shares of stock sold to the Cohens on that date. The decision continued:

Moreover, on at least four occasions Lafount filed with the Commission statements to the effect that no written or oral contracts existed concerning the voting rights of any stock or the ownership or control over the station, or rights and interests therein, in spite of the existence of an oral agreement between Lafount and Nordblom that the stock owned by the Cohens was to be reissued in Nordblom's name, and that he was to vote the stock as a shareholder and serve as a director as a courtesy and convenience to the Cohens.

Yet Lafount was an ex-member of the Federal Radio Commission, had extensive experience in connection with other radio stations, and was well aware of the necessity for making complete and truthful reports to the Commission. And the Cohens were both lawyers of long experience, including work in preparing applications for action by the Commission.

Licensee's Defense

Mr. Lafount and the Cohens contended that the latter were not present at the acquisition of the 70% of voting stock and that the portion to be taken by the Cohens (30%) was reissued in the name of Mr. Nordblom until it could be ascertained how the Cohens wanted their shares divided. When it was reported that Mr. Nordblom was dissatisfied, the Cohens decided not to take the stock in their own names until the matter was settled.

It was pointed out that all claims had been disposed of by the fall of 1943 and that the Cohens then took the stock in their own names; they argued that the transfer was not fully completed until this was done and that therefore there was no impropriety in failing to report the transfer previously.

WORL has 20 days in which to petition for rehearing by the Commission. In event that petition is denied, the station has 20 days thereafter to appeal to the courts. Ben S. Fisher and Charles B. Wayland of the law offices of Fisher & Wayland are Washington counsel for WORL.

Comr. Paul A. Walker, Rosel H. Hyde, and E. M. Webster did not participate in the decision. The proposed decision in the case was issued Oct. 24, 1945.

FCC Staff Is Working Overtime As Expediting Deadline Nears

A WORK SCHEDULE running deep into overtime hours was booked for many FCC staff members last weekend as the Commission neared its May 1 deadline for handling AM applications under its temporary expediting plan.

Commission authorities held out no hope of meeting the original goal of action by May 1 — via grants or designation for hearing —on all AM applications filed before the plan went into effect on Feb. 7. They did think the deadline could be met, or nearly met, with respect to Line 2 (complicated) cases but not those in Line 1 (relatively simple applications).

They refused to predict whether the Commission would extend the term of the expediting procedure. It was thought, however, that there would be no inclination toward an extension if only the Line 1 cases are uncompleted. Extension was regarded as more likely if additional time is needed to finish work on Line 2, in which case an extension, if ordered, probably would apply to applications in both lines.

Under the expediting plan, FCC and industry engineers together are processing pre-Feb. 7 applications without regard to those filed after that date. Line 2 cases are the engineeringly complex applications—most of which have been on file for upwards of a year at least. It is these cases for which the expediting plan was primarily designed.

FCC authorities, concentrating on clearing away this backlog, believe that with equivalent concentration they can "clean up" Line 1 in relatively short order. Consequently, they have appeared to feel that the expediting system need not be extended if Line 2 is brought up to date by May 1.

With respect to Line 1 cases, they expect by May 1 to have processed all filed up to about Jan. 15.

Meanwhile, Reed T. Rollo, president of the Federal Communications Bar Assn., and Leonard H. Marks, chairman of its Practice and Procedure Committee, met with FCC Assistant General Counsel Harry M. Plotkin last Tuesday and presented an FCBA recommendation that FCC consider Line 1 and Line 2 cases together according to channel, instead of considering Line 2 applications alone [BROADCASTING, April 21]. FCC's reaction to the recommendation has not been indicated.

White

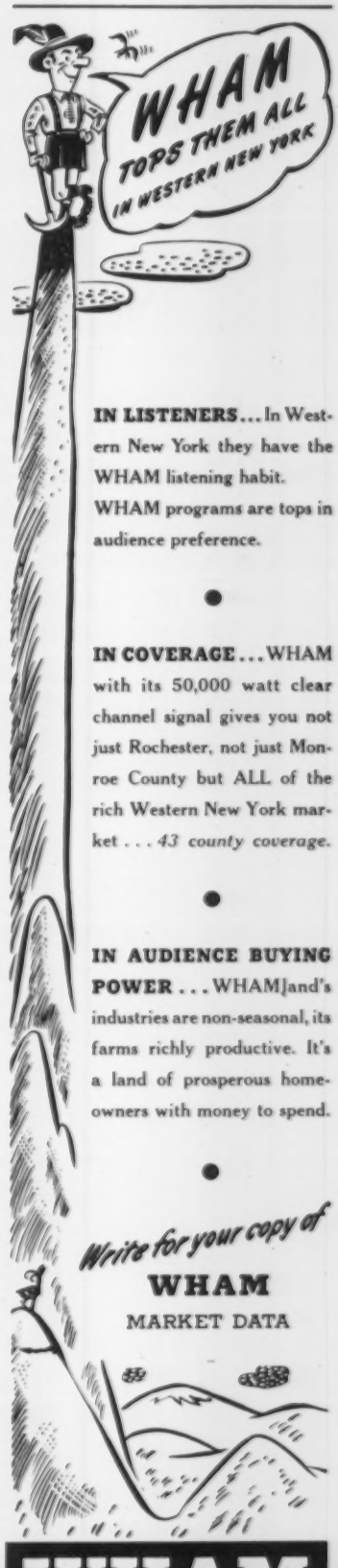
(Continued from page 16)

veloped by the evidence as well as conclusions of fact and law.

As far as a statutory three-judge court is concerned, the White Bill is expected to hew closely to its predecessor of 1943 which proposed to bring all appeals relative to licensing the U. S. Court of Appeals for the District of Columbia. The old bill also proposed, as it is expected the new bill will, to enlarge the venue for the bringing of injunctions against enforcement of Commission orders so that suits could be filed in the District Court of the District of Columbia as well as in other judicial districts.

This section of the early bill was aimed partially at providing smaller licensees with access to courts in their own districts to save the expense of Washington litigation.

Language of the measure also would seek to integrate court decisions with Commission response by conferring upon appellate courts power commensurate with their dignity—in order to expedite court judgments.



IN LISTENERS... In Western New York they have the WHAM listening habit. WHAM programs are tops in audience preference.

●

IN COVERAGE... WHAM with its 50,000 watt clear channel signal gives you not just Rochester, not just Monroe County but ALL of the rich Western New York market . . . *43 county coverage.*

●

IN AUDIENCE BUYING POWER... WHAM land's industries are non-seasonal, its farms richly productive. It's a land of prosperous homeowners with money to spend.

●

Write for your copy of
WHAM
MARKET DATA

WHAM
ROCHESTER, N. Y.
50,000 Watts • Clear Channel
NBC AFFILIATE
GEORGE P. HOLLINGBERY CO.
"The Stromberg Carlson Station"

NBC
in the Triple Cities
Binghamton • Johnson City • Endicott
It's Always a Good Bet
To Put your Money on the
WINR
BINGHAMTON, N. Y. HEADLEY-REED, National Representatives

How does Rit use spots?
Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco
ASK YOUR JOHN BLAIR MAN
JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

RESEARCH, PROMOTION AT MBS NOW SEPARATE

MBS last week announced the establishment of its research and promotion as separate departments. Harold M. Coulter, former assistant director of the Advertising and Research Dept., was appointed director of promotion, and Richard J. Puff, former manager of the MBS Research Division, was named director of research.

The network announced that while these two departments will continue to work in close cooperation, research no longer will function as a division of the Sales Promotion Dept.

Engineers Meet

INSTITUTE of Radio Engineers and American Section of the International Scientific Radio Union will hold a joint meeting in the auditorium of the New Interior Dept. Building, Washington, D. C., May 5-7. At opening day's sessions D. D. Grieg, S. Metzger and R. Waer of the Federal Telecommunications Laboratories, New York, will present a paper on the possibility of using the moon as a passive repeater for radio links.

KYUM Omitted

KYUM Yuma, Ariz., was inadvertently omitted from the list of winners of Honorable Mentions for local station promotion in CCNY's National Radio Awards, published in BROADCASTING March 31. BROADCASTING regrets the error.

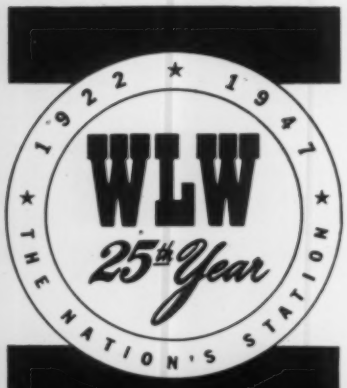
KANSAS CITY agencies, advertisers and stations are represented in this group gathered to hear Hugh Feltis, BMB president, speak at the April 16 NAB Area C meeting [BROADCASTING, April 21]. They are (seated, l to r): W. E. Heuremann, Lin Bagley, Folger Co.; Gordon Reams, Russell C. Comer Agency; Mr. Feltis; John McLean, Hall Bros. greeting cards. Standing (l to r): John Kent Boyd, Bruce Brewer & Co.; N. V. Snyder, Weaver Welch, Western Auto Co.; Karl Koerper, KMBC; Hoyt Andres, WKY Oklahoma City; Don Davis, John Schilling, WHB.

Radio, Press, Labor Leaders to Speak At Ohio U. Radio Education Institute

SEVENTEETH Institute for Education by Radio sponsored by Ohio State University is scheduled to be held at the Deshler-Wallick Hotel, Columbus, O. May 2-5. Officials of the networks, local stations, press and labor groups are expected to attend. Chairman is M. S. Novik, public service radio consultant and former director of the Municipal Broadcasting System.

Speakers on the topic, "Is Labor Getting a Fair Shake on the Air—in the News, Special Events and Programs?" will be Robert Kintner, executive vice president of ABC; James Carey, secretary-treasurer of the CIO; and Phil Newsom, head of UP Radio.

Discussion leaders who will direct informal audience participation from the floor include Mark Haas, WJR Detroit education director; John Hogan, president of AARNS; John B. Moses, WHKC Columbus program director, and John W. Tinnea, KWK St. Louis assistant director.


1922 ★ 1947
WLW
25th Year
THE NATION'S STATION
To serve properly a large segment of the American radio audience for a quarter-century has been a stimulating, challenging responsibility of The Nation's Station.

Stations That Lose Revenue by Changing Affiliates Ruled Eligible for Tax Relief

CHANGES in network affiliations by individual stations resulting in a loss of potential or real revenue will qualify such stations for tax relief under a recent Internal Revenue Bureau ruling, it was pointed out this week by Broadcasters Statistical Research Inc., Chicago.

A. R. Ellman, president of BSRI, who outlined means of qualifying for tax relief [BROADCASTING, Jan. 27] said a ruling by the Excess Profits Tax Council of the Internal Revenue Bureau would "particularly apply" to stations involved in the 1938 reorganization of the NBC Blue Network, now ABC, and the move of Don Lee Network from CBS to MBS in 1937.

The new ruling, Sec. 722(b)(5):

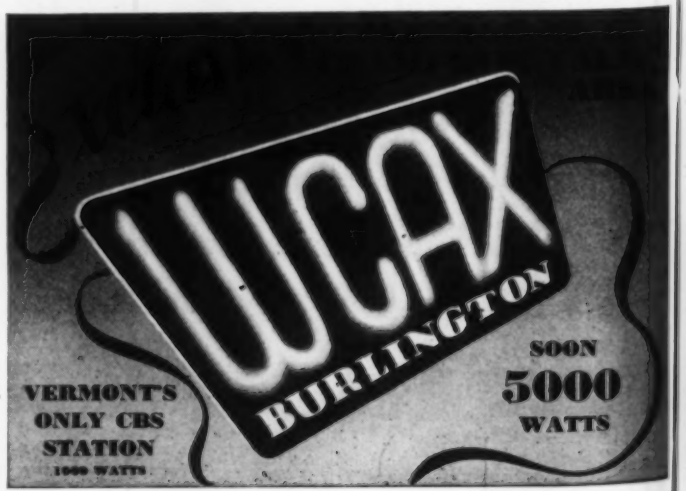
"In the opinion of the Excess Profits Tax Council the 'M Corporation' (as an example) may qualify for relief under the provisions of Sec. 722(b)(5). In this case it is not believed that the waiver of the requirement for an increased level of earnings is inconsistent with the principles underlying the provisions of Sec. 722(b) or with the conditions and limitations of that section."

The council had earlier ruled that companies applying for tax relief under Sec. 722(b)(1) on the grounds of a change in network affiliation were not eligible since the loss of normal operations of revenue was not resultant from a "physical change," Mr. Ellman said.

Qualifications for tax relief under Sec. 722(b)(4) also was denied these stations, as that section specifically reads that the change had to result in an increased level of earnings.

Upcoming

May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 7-8: RMA Industrial Relations Seminar, Hotel Pennsylvania, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 12-13: NAB Standards of Practice Committee, Waldorf-Astoria, New York.
May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 21-22: NAB Board of Directors, Washington.



WBAL

(Continued from page 16)

a competitive proceeding its own case will be prejudiced unless the Blue Book is first "corrected."

WBAL also submitted a supporting memorandum on Thursday declaring "it is clear that the court has the jurisdiction and duty to 'hold unlawful' the Commission's injurious alleged false statements (the allegation being admittedly true for the purpose of the Motion to Dismiss) if it finds them 'unwarranted by the facts.'"

"It is clear," continued the WBAL argument, "that the facts are subject to trial *de novo* by the court in this case, since the Commission was neither required to, nor did it, hold any hearing or make any record as a basis for the issuance of its Report 'Public Service Responsibility of Broadcast Licensees."

WBAL also cited "Congressional concern" against "unwarranted damaging public statements by government agencies."

FCC's Argument

FCC's latest argument, submitted to the court Thursday, maintained that WBAL "has already been informed by the Commission that it should raise the matter now sought to be judicially reviewed in the administrative hearing on its application for renewal of its station license."

The Commission contended that WBAL has not been "denied judicial review of the action of which it complains, if (it) proceeds in the proper manner to avail itself of the remedy which Congress has expressly provided by statute."

Edward J. Hickey of the Dept. of Justice, who appeared with Max Goldman of FCC's legal staff on behalf of the Commission, contended that the matter heard earlier by Judge Goldsborough was a ruling on a "preliminary hearing, and that the Monday hearing was to determine the final disposition of the motion to dismiss.

Mr. Dempsey emphasized that Judge Goldsborough had entered a formal order whereupon Judge Proctor chided FCC's Mr. Goldman for "misleading the court," adding he had understood that the previous hearing had been "a casual affair." Mr. Dempsey declared that the entire argument made by Mr. Goldman was identical with that made before Judge Goldsborough. Judge Proctor declared that if this were true he would not be able to judge a ruling made in the same court by another Justice.

1889 John Gregg Paine 1947

JOHN GREGG PAINE, 57, general manager of the American Society of Composers, Authors & Publishers, died Wednesday night of a cerebral hemorrhage in Harper Hospital, Detroit. He collapsed following an address that afternoon before the National Federation of Music Clubs.

Mr. Paine

Born in Columbia, Pa., July 11, 1889, Mr. Paine attended public schools in that community, going on to Wesleyan College, where he was graduated with an A.B. degree in 1909. Through school and college he played the violin in various orchestras but thought of music only as a cultural avocation. After graduation from Wesleyan he studied law at George Washington U. and in 1913 was employed by Victor Talking Machine Co., where his chief duties were the clearance of musical copyrights and the supervision of contracts with recording artists.

After 14 years with Victor, Mr. Paine and George Bodine in 1927 launched the Human Relations Corp. sponsored by leading industrial interests to investigate the practical application of psychological principles to employment and other labor-management relations. The following year he joined Warner Bros. Co. to supervise the details of the then new field of sound pictures, and in 1929 he entered trade association work as general manager of the Music Publishers Protective Assn. He remained with MPPA until 1937 when he became general manager of ASCAP.

Surviving are his wife, the former Rhea Lewis, and a son, Robert Gregg Paine.

Class A FM Applications Hearing for L. A. Called

FCC announced last Thursday that it had called a hearing on 15 applications for Class A FM stations in the Los Angeles area.

The applicants are:

San Pedro Printing & Publishing Co., San Pedro; Southern California Associated Newspapers, Glendale; Walter Muller and Frank Muller doing business as Muller Bros., Hollywood; Don C. Martin trading as School of Radio Arts, Beverly Hills; Robert Burdette, San Fernando; William R. Haupt, Inglewood; Airtone Co., Long Beach; California Broadcasting Co., Santa Monica; Arthur H. Croghan, Santa Monica; Rodgers & McDonald Newspapers, Inglewood; Nichols & Warriner, Long Beach; San Fernando Valley Broadcasting Co., San Fernando; Centinela Valley Broadcasting Co., Inglewood; Alhambra Broadcasters, Alhambra; Angelus Broadcasting Co., Temple City.

WTPR Debuts Today

WTPR, Paris, Tenn., new 250 w station on 710 kc, expects to make its first broadcast today, (April 28). Station's general manager is E. Weaks Smith, formerly with the engineering staff of WHN New York. Parkman R. Feezor is commercial manager. Construction of WTPR's transmitting equipment and erection of tower was completed April 18.

FCC'S DECISION FAVORS KOVO PLEA OVER KROW

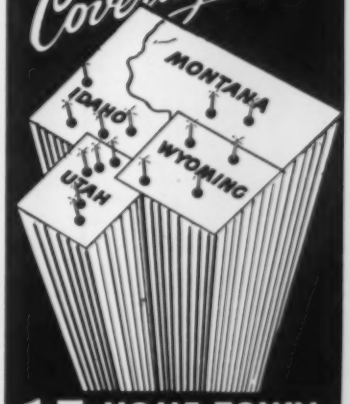
ON GROUNDS that an improved assignment for KOVO Provo, Utah, would tend to effect a more equitable distribution of radio facilities in accord with the Communications Act than such a grant to KROW Oakland, Calif., the FCC last week adopted a proposed decision favoring the Utah outlet.

KOVO seeks change to 1 kw fulltime, directionalized at night, on 960 kc, switching from its present 250 w assignment on 1240 kc.

KROW presently is on 960 kc with 1 kw fulltime, directionalized, and seeks a boost to 5 kw on that channel. KROW also seeks to move its transmitter location from Oakland to San Francisco. In proposing to deny the latter request, the Commission acted without prejudice to the filing by KROW of a new application for power increase which would not involve objectionable interference to KOVO, or any other existing station or pending application.

49.5%
of all
Iowa radio families
"LISTEN MOST"
to
WHO
(during daytime)
11.4% to Station B!
•
50,000 Watts
DES MOINES
Free & Peters, Inc.
Representatives

Concentrated Coverage of



15 HOME TOWN MARKETS
★
THE New INTERMOUNTAIN NETWORK
AVERY-KNODEL, Inc.
National Representatives

Austin . . gives you more dollars per dialer . .
KNOW . . gives you more dialers per dollar . . .
WEED & COMPANY Representatives
1st in Austin, Texas

WTAD

WTAD gives dominant coverage of a prosperous rural-urban market —ideal for testing!

930 K.C. 1000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.

A Lee STATION

TV Show Received At 80-Mile Range

Viewtone's WABD Pickup Impressive Despite 'Snowstorm'

TELEVISION pictures broadcast by WABD New York were received last week on a table model Viewtone receiver with a seven-inch viewing tube installed at Wading River, Long Island, more than 80 miles from New York, with a delegation of newsmen and Viewtone Television & Radio Corp. executives as viewers.

Achievement was hailed by the company as proof of the efficacy of a new tuning device which Viewtone feels will push out the horizons of television, opening up new markets for the video manufacturer, distributor and retailer and bringing television entertainment and information into the homes of millions of people who formerly were considered outside the range of television.

Measured on the basis of picture quality the demonstration was something less than a complete success, with images clouded much of the time with the snowstorm effect that in television means strong interference. This was blamed on the fact that RCA's international communications operations headquarters are located at Rocky Point, L. I., directly in the path of the video transmissions from New York to Wading River.

It was pointed out that Wading River is set on low level ground and was selected for that reason to demonstrate the pulling power of the receiver more effectively than would have been the case if the demonstration had been staged in the hilly country an equal distance to the west of New York, where added receiver location height would have brought it more nearly into line-of-sight of the transmitted. The fact that WABD, the only New York station operating the night of the test, has the lowest antenna of the three New York video transmitters, was also mentioned.

As explained by Lou Asheroff, consulting engineer to the company, the new tuner is essentially a high gain amplifier that acts as a band-pass filter, rejecting unwanted signals and accepting and amplifying desired signals with the result that clearer images are secured. The new tuned circuit is especially valuable in rejecting interference from other radio services, notably the FM and amateur bands which have been assigned frequencies of such character that they fall into the television receiver channels, he said.

Principle Not New

No new principle is involved in the tuning device, Mr. Asheroff said, explaining that this is merely the first application to television of a principle that has been long used by radio amateurs to get greater distance in their conversations. The new tuning unit is interchangeable with the old one in the receiver and adds little to the cost of manufacture, it was said.

Irving Kane, Viewtone president, said that the unit will be incorporated into all new sets made by his company table models which will be sold at the former price of $225 plus a $45 installation charge, pressing more interest in the present owners of Viewtone sets than in the future market, Mr. Kane announced a plan whereby the company will replace the old tuning circuit with a new one and completely overhaul the set for a $50 service charge if the set has been in use for more than three months or $25 if it has been installed for a shorter period.

Rep. Kearns to Head House Petrillo Probe

Government's Case Is Scheduled For Argument Next Week

HOUSE LABOR COMMITTEE plans for a thorough investigation of the American Federation of Musicians took shape with the naming of Rep. Carroll D. Kearns (R.-Pa.) last Wednesday to head a special "Petrillo subcommittee."

Mr. Kearns, himself a musician and AFM cardholder [BROADCASTING, Feb. 24, March 3] has taken a special interest in the affairs of James Caesar Petrillo and his union. He said he expected to make a complete investigation of the AFM, adding "I believe that there should be an accounting to the public of the procedure and activities in the operation of this union under Petrillo's leadership. The public's interests are at stake because of the widespread functions of this union . . ."

The Government versus Petrillo case is expected to come before the Supreme Court for argument on May 5 or 6. The Government's brief was filed last Thursday, appealing a decision of a Chicago District Court which held the Lea Act unconstitutional.

The brief maintained that the Lea Act was designed by Congress to curtail "monopoly powers" of a labor organization which interferes with effective use of broadcasting facilities.

Mississippi Radio Group Names Tibbett President

GENE TIBBETT, manager of WMOX Meridian, Miss., has been elected president of the Mississippi Broadcasters Assn. at its semi-annual meeting in Laurel, Miss. Granville Walters was named vice-president and Hugh M. Smith re-elected secretary-treasurer.

Group went on record as opposing the 2% cash discount and favoring uniform time. A resolution was adopted endorsing NAB President Justin Miller's program against juvenile delinquency. Next meeting of the MBA will be held in Meridian in October.

LABOR TO USE RADIO IN LEGISLATIVE FIGHT

LABOR will use radio to wage a $1,500,000 campaign against labor legislation now in Congress. AFL president William Green announced last Tuesday plans for "extensive" use of radio to tell the American people of the "attack being made on the freedom of individuals."

He was referring to a proposed sharp crackdown on labor union practices passed by the House of Representatives, and a similar but less drastic draft approved by the Senate Labor Committee.

The announcement appeared to presage a tightening of labor ranks as AFL and CIO leaders prepared for a conference to discuss a possible merger of the two groups into a "united front." Mr. Green has invited CIO president Philip Murray to a merger meeting.

KFMB sells SAN DIEGO

San Diego Shoppers are intensely loyal to San Diego stores and "shop" to the tune of $246,694,400 a year—you can reap PLUS sales in this prosperous market with KFMB—reaching these buyers from "within".

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK
(Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

5000 WATTS

WORLD'S WIDER MEMORABLE MARKET BATTLE BETTER GROUNDS GUARANTEE

NBC IN RICHMOND, VA.

State Dept. Radio Appears Doomed

House Could Eliminate All Further Funds On Technicality

FATE OF FOREIGN broadcasting by the State Dept. appeared last week to hinge on a parliamentary technicality which left the way wide open for the House to eliminate completely all funds requested for cultural relations work.

The International Broadcasting Division of the State Dept. is currently broadcasting to 25 foreign countries without specific authorization by Congress. A proposed "enabling act" was submitted to the House Foreign Affairs Committee on March 24 but the proposal was buried under a burden of foreign relations matters which promise to overshadow problems of our cultural relations.

Meanwhile, an appropriations subcommittee headed by Rep. Karl Stefan (R-Neb.) has begun to write a report on the State Dept.'s request for $25,000,000 to continue the broadcasting program. The report will be submitted to the House on May 2, and Chairman Stefan admitted that "collateral" matters such as the lack of authorization for the broadcasting can influence the Committee's decisions as to whether the program will be allowed funds.

Appropriations Committee Chairman John Taber (R-N. Y.) told BROADCASTING that the full committee will consider the question of authorization "very carefully" with an eye to the possibility that "someone on the floor may raise a point of order." The State Dept. has never had specific authority to conduct its broadcasting, but in previous years such "points of order" have been waived.

Assistant Secretary of State William Benton, whose Division of Information and Cultural Affairs handles the "Voice of America" programs, has been devoting himself to trying to sell the importance of the international broadcasting. He told a House Executive Expenditures subcommittee Wednesday that a member of his staff had been informed by BROADCASTING that the legislative funds cut was imminent. "I hope they're misinformed," commented Mr. Benton, "the broadcasting is the single, most essential, vital item in that program."

He was testifying before the group on the State Dept.'s overall cultural and informational activities.

Radio Called Vital

Rep. J. Edgar Chenoweth (R-Colo.), chairman of the group, asked Mr. Benton "what advantages would we lose if the broadcasting were abolished?" Mr. Benton replied that broadcasting was the most important informational medium handled by the State Dept. because it was the only channel of information abroad which could be controlled by the U. S."

The Senate Appropriations Committee in the past has been more friendly to Mr. Benton's division than the House group. Last year the House Committee slashed broadcasting requests in half and they were fully restored in the Senate. Somewhat the same pattern is expected this year, except that even the most optimistic observers do not predict full restoration of the probable House slash.

Meanwhile, the State Dept. reported increasing foreign interest in its broadcasting programs. It issued a report last week showing requests from 324,850 overseas listeners for program schedules of the "Voice of America." The programs, now being issued for the month of June, are printed in French, German, Italian, Chinese, Spanish and Portuguese in addition to English.

Meanwhile, it was learned that State Dept. administrators are concerned with a technical possibility that if additional broadcasting funds are not forthcoming, they may be forced to issue dismissal notices in two weeks to employes of the International Broadcasting Division. Liquidation of the IBD would entail an expenditure not provided for in 1948 budget requests. Liquidation, therefore, must be paid for from current operating funds.

Emergency Appeal Is Sent Out To Save Foreign Broadcasts

EMERGENCY APPEAL to international broadcasting licensees for a special meeting to discuss continuation of foreign broadcasting by private industry should Congress withhold funds from the State Dept. was mailed last Thursday by Acting Secretary of State Dean Acheson.

It was also learned that William Benton, Assistant Secretary of State in charge of the Office of International Information & Cultural Affairs (OIC), plans to take the fight for continuation of the "Voice of America" overseas broadcasting direct to the White House, if all other plans fail.

Mr. Acheson's invitation followed early discussion between former FCC Chairman James Lawrence Fly, Mr. Benton and FCC Chairman Charles R. Denny [BROADCASTING, April 14] of a "cooperative approach" to international broadcasting.

Expected to be present at the meeting, scheduled for May 5, were Mr. Acheson, Mr. Benton, Deputy OIC Director G. Stuart Brown, Chairman Denny, Mr. Fly, representing Wesley I. Dumm radio interests, and Walter Lemmon for Worldwide Broadcasting Foundation. It was not known who would represent remaining licensees who include GE, Westinghouse, Crosley Corp., CBS and NBC.

The licensee group has discussed organizing informally to run stations on a minimum budget basis until some permanent plan can be worked out.

Meanwhile, in an address to the New School for Social Research in New York last week, Mr. Lemmon proposed government subsidy of international broadcasting. Mr. Lemmon is one of the most vocal critics of government radio and stands almost alone among international licensees in his opposition to a State Dept. proposal for a publicly chartered "International Broadcasting Foundation" [BROADCASTING, Feb. 24].

Hon. Dave Dole
Henri, Hurst & McDonald
Chicago, Illinois
Dear Dave:

I just saw Kanawha County's consumers' sales tax figures for 1946 . . . three million dollars . . . whew! . . . and that's just the little ole tax . . . a million dollars more than in 1945. I thought you'd like to know that the folks down here in West Virginia's largest market have money to spend . . . and they're spendin' it!

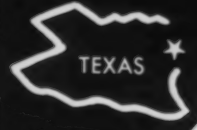
Yrs.
Algy

P.S. In Kanawha County more people listen to WCHS than any other radio station!

WCHS
Charleston, W. Va.

Serving California's
TWO GREAT MARKETS
KYA ★ KLAC
SAN FRANCISCO **LOS ANGELES**
Represented by
ADAM J. YOUNG JR., INC.
NEW YORK • CHICAGO

for low-cost advertising in BEAUMONT



it's
KRIC
HALF A BILLION $
Yep! a Half-Billion Dollar Market (Eff. Buying Income, Sales Mgt. Magazine, 1946):
BEAUMONT, TEXAS
KRIC BEAUMONT, TEX. 250W. 1450 Kc.
Established 1938
REPRESENTED BY THE BRANHAM COMPANY

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Time salesman. 15% commission, drawing account. East coast. Box 63, BROADCASTING.

Wanted—Chief engineer for AM daytimer and FM unlimited. Applicant must have been reared or educated within 150 miles of Detroit. Studio and transmitter broadcast experience essential, also ability to train local inexperienced staff. Stations to go on air October 1st. Employment May 1st. Send photograph, qualifications, and references first letter. Box 196, BROADCASTING.

Attention: First class engineers with first class voices. Fast growing 250 watt network affiliate in southwest needs two first class engineers with the know-how for announcing shows on the air. If you have first class radio-telephone license and first class voice and experience—there's a good job waiting for you here. $60 for 44 hours. If you can't meet above requirements don't waste a 3c stamp. Box 215, BROADCASTING.

Engineer-announcers wanted—Can use two at $1.35 hourly, after 3 months $1.50 hourly, 44 hour work week. Box 239, BROADCASTING.

Immediate openings announcers, conscientious, reliable for permanent position, 250 watt station in south central location. Send disc and details. Box 242, BROADCASTING.

SUCCESS-FULL RADIO STATION SEEKS SUCCESSFUL SALESMAN TO BECOME SALES MANAGER

Aggressive local, outstandingly popular, high-billing station, with splendid Crosley and Hooperatings, wants young, ambitious, thoroughly reputable salesman. Only HARD WORKER with background of SUCCESSFUL radio sales experience need apply. The man we want has the know-how and the ambition to get the lead out for earnings of over $150. per week on commission. FIELD WIDE OPEN. Just as quickly as he merits the job . . . just as soon as he shows that he can produce and can manage sales intelligently . . . he will become SALES MANAGER of this station . . . working with long-experienced, fair-dealing folks who really know the radio business. Full details first letter, please, or if you have absolute confidence that you're the man, just wire and come ahead.

WSNY—Schenectady
1240 On Every Dial

STATION FOR SALE

1. Network affiliate in medium-sized wholesaling market.
2. 250 watts with 5 kw on horizon.
3. $150,000

Write: L. E. McGivena & Co., Inc., 444 Madison Avenue, NYC 22, N. Y.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

FOR SALE

Immediate delivery, new
PRESTO 28-N RECORDER
completely crated.
BOX 294, BROADCASTING

Help Wanted (Cont'd)

Engineer. Experience: wiring, installation. Box 902, Canton, O.

Entire staff for 250 watt fulltime station. Especially interested in good combination men. Scheduled to go on the air around June first. Send record and photo to Jack R. Wagner, Manager, KSYC, Yreka, California.

Wanted—Experienced announcer for progressive station. Good salary will be paid. Write WBTM, Danville, Virginia.

Complete staff except chief engineer. Write Paul Parker, Mgr., WMBL, Morehead City, N. C.

New local station scheduled to open about May 1, will need two combination announcer-engineers, continuity writer and newscaster also experienced office secretary. Apply by letter including recent photo or snapshot, KXLO, Lewistown, Montana.

If you are a topflight versatile announcer with a first class radio telephone license there is an opportunity immediately available to live in the mild climate of one of California's most beautiful and progressive cities and to join the program and production team of one of the west's most alert stations. If you think you can qualify and are seeking a permanent association in an ideal place to live with excellent chances for advancement wire or write immediately to Lincoln Dellar, Manager KXOA, the Mutual Don Lee station, Sacramento, California.

Combination engineer-announcer wanted by Mutual station. Must have first class phone ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLAY Muscle Shoals, Alabama.

Experienced, dependable announcers wanted for new 250 watt station. Must know control board operation and able to handle good production. Salary open, dependent upon background and experience. We have apartments. Give complete details first letter. State salary requirements. Antietam Broadcasting Corporation, Box 398, Hagerstown, Maryland.

Additional first class operator wanted immediately for FM station WLOB, Claremont, N. H. Write giving full particulars.

Wanted—Operator-announcer first class ticket, good pay, permanent position. KSUN, Bisbee, Arizona.

New 250 watt station on air in about 3 months wants application for complete staff except chief engineer. Write WBYS, Canton, Illinois.

Combination writer who can grind out quality copy in quantity and announce. Send sample copy and platter. Expected salary. Frank McIntyre, KLIX, Twin Falls, Idaho.

One all-round announcer, capable ad-lib early morning show, able furnish audition disc. Also operator, first or second class phone for transmitter new 250 watt midwest independent. Write full details to Box 245, BROADCASTING.

Have opening for dependable announcer, with good selling voice and experience in sports and special events. Send full details, audition disc. WKPT, Kingsport, Tenn.

Somewhere on some small station there must be a promotion manager who wants to step up to a 5000 watt operation. To that man we will give a good salary, a vacation with pay, free insurance and hospitalization for himself and family and two profit-sharing bonuses a year. Send picture, full details, salary requirement first letter. Howard L. Chernoff, WCHS, Charleston, West Va.

TRANSCRIPTION PRODUCERS! !
An experienced young transcription producer wants to represent a very *few* first quality E. T. shows on a % basis in the midwest. North Michigan avenue Chicago office. Willing to bond self, financially sound, sincere. Sell by mail and personal contact. Refs and details in reply to your inquiry. Box 257, BROADCASTING.

Help Wanted (Cont'd)

If you're a personable young veteran, convinced that your future is in commercial radio; if you've had some announcing experience and would like to add polish while trying your hand at everything from special events to producing; if you're willing to start under the GI Bill, under expert instruction, where your ability is the only limit on your future; if you'd like to associate with a pair of brand-new, fast - moving radio stations in the south's richest market, working with young men who know they're going places; if you like to see your hard work "pay off"—if you're looking for a "future" instead of a "job"—sell us on the idea that you are the man! Include picture and transcription with first letter. WJMR-WRCM (FM), New Orleans, La.

Wanted—Experienced announcer and newsman for 250 watt western Pennsylvania NBC affiliate. Splendid opportunity for the right man. Permanent position in a progressive community. Write Box 279, BROADCASTING.

Production-program director—250 watt, fulltime independent, seeking experienced man who is creative and industrious to combine programming and production talents with announcing. Salary $60.00 per week. Send audition disc and complete information to William Harris, Manager, Radio Station WHOB, Gardner, Massachusetts.

Technicians (male-female), sportscasters, announcer-technicians, copywriters, announcers, many others. RRR, Personnel Bureau, Box 413, Philadelphia.

Wanted—First class transmitter operator, no announcing. KVOP, Plainview, Texas.

Florida's unique station—afloat—wants combination announcer-1st class engineer. Prefer single man. Living quarters available on boat. Right salary to right man. Write, wire or telephone WFTL, Ft. Lauderdale, Florida.

Chief engineer to supervise installation; new daytime station, near Cincinnati; give salary wanted experience, reference. Box 295, BROADCASTING.

Transcription salesmen wanted by nation-wide transcription company. Liberal salary plus commission. State age, radio and business experience other pertinent data. Also indicate area desired. Box 301, BROADCASTING.

Situations Wanted

Assistant sales manager with knowledge station relations, ET services, traffic, correspondence and other business procedures. Presently employed, but desirous making worth-while and permanent connection. Box 44, BROADCASTING.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball especially. Veteran, married, disc and snapshot on request. Box 111, BROADCASTING.

Announcer-copywriter seeks connections in southern California. Ten years various phases radio. Box 206, BROADCASTING.

Announcer with four years' experience available immediately. At present working as program director-announcer. Also play piano and organ. Box 217, BROADCASTING.

Writer with ten years' experience in radio and stage production desires opportunity to get into television writing and production. Prefer Chicago but will consider other offers. Salary not main consideration. Box 218, BROADCASTING.

Staff announcer—Experienced as announcer at 250 watt station. Available May 15th. Salary $45 week. Box 223, BROADCASTING.

AVAILABLE
SPORTS DIRECTOR
Top-notch play-by-play man all major sports. Employed by metropolitan station where network commitments now limit opportunities. Personal interview can be arranged or ET of actual air work. Finest references. Box 110, BROADCASTING.

Situations Wanted (Cont'd)

Salesman—Topnotcher, seeks change, commission and draw. Box 226, BROADCASTING.

Station manager, presently 33 1/3% over last years gross billings, young and progressive, will accept full responsibility of your station. Box 240, BROADCASTING.

Desire announcing without joining union. News, ad-lib, commercial, 30, college. Years experience independent, major market, network. Require living wage and home for two. Box 255, BROADCASTING.

Staff announcer—sportscaster. Two years experience. Veteran, single. College graduate. No floater. What's your offer? Box 256, BROADCASTING.

Radio engineer, 6 years experience, desires permanent position with broadcast station. Any location acceptable if right opportunity offered. For full information write Box 258, BROADCASTING.

A-1 manager available—A shirt-sleeve executive, keenly competitive and highly skilled in sales, programming, promotion, public relations. 12 years solid experience. Outstanding idea man. Practical merchandiser. Excellent agency contacts. Fine personality. Active in community affairs. Stable family man. Top references. For complete story, wire or write Box 259, BROADCASTING

Announcer, vet, 24, single. Experienced. Disc and photo available. Box 260, BROADCASTING.

2 Combination men, announcers-continuity writers. AFRS experience. Operate console. Both single veterans, will travel. Box 261, BROADCASTING.

First class engineer. Experienced AM-FM transmitters. Studio equipment maintenance, construction, operation, with key station major network. Married. Desires permanent position. Box 262, BROADCASTING.

Manager—Showman with good solid radio experience in all phases. Proven record. Best references. Top producer. Box 263, BROADCASTING.

STATION REP WANTS CHICAGO MAN

Position of responsibility with real opportunity open in Chicago for young man 25 to 35 with an established and growing representative firm. The man we want must be industrious and adaptable. Tho some familiarity with radio and advertising is necessary, we want the right man far more than the experience.

Will interview in Chicago April 28 through May 3. Address reply, giving background experience to Box 291, BROADCASTING, 360 N. Michigan Ave., Chicago.

DISC JOCKEY
This guy has a friendly, easy style. Not a student of Joe Miller joke books. Good commercial announcer, excellent newsman. Former program director and news editor. Age 24, married, $80. weekly minimum plus talent. Presently employed.
Box 278, BROADCASTING

FIFTEEN YEARS OF BROADCASTING

Over 10,000 hours on the air. Ten years executive positions. All phases programming. Sales-sales promotion and management responsibilities. Experience before FCC. College degree. Naval officer veteran. Married—children. References from leaders in industry. Presently well employed. Seek new horizons in mid-thirties. Let me tell you my story. Confidential please. Reply to Box 293, BROADCASTING.

Situations Wanted (Cont'd)

Announcer—One year staff and music librarian. College graduate, Navy vet. single. Prefer midwest. Disc, photo on request. Box 264, BROADCASTING.

I'm so tired of my job—I'm ready to quit any moment. I'm an all-round script writer with top credits, with considerable experience in production and publicity. I want to get out of the rut and get a job where I can do good work. Salary secondary—I want an interesting job. Box 265, BROADCASTING.

Chief engineer basic network affiliate past four years desires change within six months to position commensurate with ambition. Interested only in proposition where progressive expansion is planned. 13 years broadcast engineering and factory construction procedure. Family man, willing to stand full investigation into character, ability, past record. Write Box 266, BROADCASTING.

Program director-announcer: Now chief announcer 5 kw station. Veteran, 33, married, no children. Box 267, BROADCASTING.

Topnotch sports announcer. Experienced major league play-by-play. Working in sports at present. Desire position with station active in sports. Veteran. Single, no drifter. References Experienced in general announcing and disc jockey work. Disc and photo upon request. Box 268, BROADCASTING.

Engineer-studio, transmitter, presently employed. desires position with Florida station. Box 269, BROADCASTING.

Engineer—Broad experience AM-FM, construction, maintenance, antennas, operation. Desire chief egineer position. First telephone and telegraph licenses. Best references. Available immediately. Box 270, BROADCASTING.

Sensational young announcer, jockey, news, sports, special events, 5 yrs. exp. network dramatics, 2 yrs. AFRS, desires staff assignment with progressive eastern station. Disc on request. Box 271, BROADCASTING.

Announcer — Graduate leading radio school. Handle all phases radio. Audition disc, photo available. Box 272, BROADCASTING.

Young woman. Single. Eager to learn. Newcomer. Two years college and professional training, announcing and continuity. Information and audition disc on request. Box 273, BROADCASTING.

If you want combination Ken Carpenter, Milton Cross and J. Wallington, don't bother, I'm good enough, and you can't afford it—but if you want hard-working, competent, dependable young vet, graduate leading announcing school Radio City. listen to my disc. Box 274, BROADCASTING.

If you want a treat instead of the usual cruel treatment—listen to this audition record . . . announcer, experienced all types commercials, newscasting, platter shows, station routine, excellent narrators voice, above average character and reliability, desire only permanent connection offering excellent opportunity. Disc and references on request. Box 275, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Continuity writer available immediately. Single, 24, university graduate, NBC Institute, Hollywood, California, and Columbia Radio College, Chicago. Thorough knowledge of program production and direction, news and special events, commercial and dramatic scripts. Write Eldon Ihm, 4877 N. Paulina, Chicago 40, Illinois.

Need Television Know-How?

Now available: Executive-engineer with 20 years' experience in every phase of television operations gained with broadcasting's outstanding major network. Ex-Naval officer with demonstrated executive ability who can meet your educational requirements and save you time and money. Desires progressive affiliation. Box 299, BROADCASTING.

Situations Wanted (Cont'd)

Your staff vacancies may be filled by our competent graduates. Men and women who have been trained-by-doing. Announcers, script writer, actors, producers and control room operators. 850 hours of intensive training under professionals. Ambitious young people with fresh, well-trained voices and new, untried script ideas. Write or wire Institute of Radio Broadcasting, 2900 N. Fitzhugh, Dallas 4, Texas.

Topnotch newsman-announcer, university graduate, sober, conscientious, thoroughly experienced, three years solid newscasting. $60.00 minimum. More interested in good working conditions than large salary. Box 277, BROADCASTING.

Married Man, 1st class phone, 1st class radio-telegraph lic., certificate radio engineering, 5 years shipboard experience, wants shore job. Fillebrown, West Yarmouth, Massachusetts.

Sports-announcer. Handle all sports, general studio announcing. Veteran, single. Box 161, BROADCASTING.

Engineer, ex-Navy ART, first phone. Experienced maintenance, remotes, transcribing. Ambitious, reliable. Progressive station in midwest preferred. Box 282, BROADCASTING.

Manager available. Qualified for complete operation of 250 watter from CP to regular operation. Prefers south. Box 283, BROADCASTING.

Program director-announcer—Government radio experience, creative programming, community minded. Single, prefer new station. Box 160, BROADCASTING.

Announcer, neat, enthusiastic, young, veteran. High school education, graduate School of Radio Technique, Radio City, New York. Personality, initiative, co-operativeness. Will go anywhere. Disc, photo on request. Write or wire Arthur W. Krebs, 4624 258 St., Great Neck N. Y.

Versatile-announcer, good ad-lib man, armed forces radio station experience, graduate announcing school, knowledge of console (control board and turntables), can sing, act. Single, refined. disc jockey, available immediately. Box 284, BROADCASTING.

Capable chief engineer having 15 years practical experience including directional antenna and construction. Seeking permanent position of responsibility with one to 5 kw and FM progressive. Prefer northeast. Inquiries answered. Box 285, BROADCASTING.

Experienced operator with first class phone license. Desire position. Midwest or far west preferred. Box 286, BROADCASTING.

20 years-managing! With one employer 12 years! Regional and Web background. Desires $10 000. and/or stock participation. Wire: Radio's Reliable Resources. Employment Bureau, 1649 North Broad, Philadelphia.

Announcer. Recent graduate of Radio City School, New York. Also, experience professionally trained actor and singer. Box 287, BROADCASTING

Announcer. Versatile, experienced, industrious and capable. Vet, seeks connection with progressive station. Box 288, BROADCASTING.

Station manager. 17 years personnel, production, programming. Want to develop small station. Ideas, versatality, can make the most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 289, BROADCASTING.

Station manager—Excellent record, long experience in station management and all phases of broadcast operations. Capable in sales, programming, promotion and community service. Thoroughly competent assume full responsibility new or established station. Box 293 BROADCASTING.

First ticket engineer wants to make change to New England area. Presently employed 1 kw regional transmitter. Progressive station wanting capable control room or transmitter man contact Fred Betz, WWBZ Vineland, N. J. Phone 1956J, 6 a.m.—Noon.

Announcer. Vet, 24, married. Handle all types of programs. Thoroughly trained in all phases. Can write and sell. Go anywhere. Salary secondary to opportunity. Contact Peter J. Napoleone, 3114 W. Congress Street, Chicago 12, Illinois.

New England! I hear you calling me! Would also appreciate call from New England station manager. Presently employed as announcer-program director. Seeking permanent position. Capable, experienced. Box 280, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, experienced. 1st phone. Vet, reliable, willing, industrious. Available immediately. Will travel. Box 297, BROADCASTING.

Announcer—Experienced. Work anywhere. Veteran, 27. Specialize in news and sports. Disc and snapshot on request. Box 298, BROADCASTING.

College trained veteran wants to get started in radio, anywhere. In college studied production, writing, directing, announcing, programming. Experience gained on college station. Box 300, BROADCASTING.

Minimum $15,000 annually. Established commentator, news director. Fifteen years all phases foreign-domestic news experience. Available August. Box 302, BROADCASTING.

For Sale

For sale: 250 watt Mutual affiliate, located in the southeast section of the U. S., price for quick sale, $85,000.00—$35,000.00 cash, balance financed. This station clearing at present, better than $20,000.00. Write or wire. Box 246, BROADCASTING.

Daven 692 attenuator network, Weston 695 power level meter, Weston 796 megohm meter, 2 Weston 862 DB meters, RCA MI-4875 universal pick-up. Box 276, BROADCASTING.

Radiotone type R-16 recording machine, including: Two complete recording turntables for continuous recording; both turntables record at 33 1/3 and 78 RPM; built-in amplifier and radio; carrying cases for both turntables with loud speaker in lid of one case. Write KFEQ, St. Joseph, Missouri.

Completely factory reconditioned GE wire recorder. As good as new. Price $450.00. Contact Chief Engineer, WJW, Cleveland, Ohio.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale: One Harrel steel-tubular type antenna now in use, complete with lights, flasher equipment, guy wires and insulators; available about 60 days first $1500.00 takes it F.O.B. WASK, Lafayette, Indiana.

Utah wire recorder complete with microphone and extra wire. First 300 takes it. KUTA, Salt Lake City, Utah.

For sale: one Wincharger 78 tower, 150 feet high, complete with guys and lights. Subject to FCC approval our application. Probably available ninety days. Wire offer basis knocked down F.O.B. to Ben Sanders, Manager, KICD, Spencer, Iowa.

RCA 76-A console recently reconditioned by factory. Excellent condition. $650.00. KRDU, Dinuba, California.

Immediate delivery 1 kw 304-A WE transmitter with spare tubes, plus 1126-A WE limiter. Just removed from service due to recent power increase. Radio Station KFVD, Los Angeles.

Industrial wired music system. Large metropolitan area. Equipment and accounts $22,000. Principals only. Box 281, BROADCASTING.

For sale: RCA OP5 battery 4 channel remote amplifier. 250 ohms input with Cannon plugs. Complete with tubes plus 3 spares. Carrying cover with zipper. Amplifier is A-1, both in operation & appearance. Only one set of batteries has been used in it. $300. Chief Engineer KGLO, Mason City, Iowa.

Wanted to Buy

Microphones, 44-BX, 88-A. Box 902, Canton, O.

Miscellaneous

Frequency monitor service: We service all standard makes of station monitors including replacement or regrinding of the crystal. High quality quartz crystals for broadcast and other services. FCC accepted station frequency measurements. Over a decade of satisfaction and fast service! Eidson Eelctronic Company, Temple, Texas.

Engineer with shop and equipment desires to contact investors to form corporation to make application for new station. Box 290, BROADCASTING.

Financing. Licensees of stations established prior to 1943 which have unbroken record of good or reasonable profits may desire substantial funds for expansion, improvements or purchase. Inquiries accepted in professional confidence. Box 296, BROADCASTING.

Jester

(*Continued from page 15*)

"of the warp and woof of the life of every segment of our people, our nation and the nations of the world. Its golden thread of sound links mankind together; now to this thread of sound is being added vision and facsimile."

He said he knew of no field of endeavor in which there "is such a rich harvest of possibilities of service to our fellowmen as is found in radio."

After enumerating radio's achievements first in entertainment, information and news and afterward in music, drama and religious presentation, Gov. Jester said that to him education by radio is perhaps the greatest challenge. Television and facsimile will add further impetus to radio education, he declared.

"As we use radio as a means of education," Mr. Jester added, "we owe it to the nation, to the government and to the people to uphold the form of government that has given unto us all that we have and are."

He urged radio to combat the "growing menace of Communism" and to see to it that radio "never countenances any 'ism' except Americanism."

WGAY in Capital Suburb Launches Its FM Station

WGAY Silver Spring, Md. (Washington, D. C., suburb), which began broadcasting last Dec. 7, planned to put its new FM transmitter into operation yesterday (Sunday). The new FM outlet will operate on 104.3 mc and will duplicate the programs on WGAY during daytime hours. WGAY-FM then will continue independently until 9 p. m. each day, according to Joseph L. Brechner, general manager.

Former Interior Secretary Harold L. Ickes is heard regularly on WGAY. The station also features its news director, Don Bell, the commentator who won the Headliner's award in 1942 for his broadcast of the first Japanese attack on American soil from Manila in 1941.

FOR SALE
RADIO STATION

Attractive 1 kw daytime station in one of the southwest's largest and richest markets. Has splendid facilities and all new equipment. A profitable operation with a fine potential. Price, $160,000. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

Houston NAB

(Continued from page 15)

in revenue of about 7% as against the 25% increases shown by newspapers and magazines over the preceding year, he said other media, particularly the magazines, are spending more money in promotional efforts. Buyers of time and space are not the same people with whom radio dealt ten years ago, he argued.

"You find very few emotional buyers of radio any more—people who bought time merely because they liked a program and wanted to try out radio because of its attractive novelty. Time and space merchants are now buying by the slide rule and time has given them both practical experience and new scientific data to test the relative merits of the media. No advertiser is wedded to radio and he will obviously drop it like a hot penny as soon as it can be proved to his satisfaction that some other media is a more effective purchase for his dollar."

Declaring that radio cannot ignore the wave of criticism against programs, even though much of it is insincere and actuated by ulterior motives, Mr. Swezey said that it calls for an "energetic and courageous response from the entire industry."

In a sense, he said, the criticism is "very complimentary to radio because it shows what a relatively important position our medium occupies in the public eye." Expressing no sympathy with the manner in which the Blue Book was issued by the FCC, nor the "questionable authority" with which it is vested, Mr. Swezey said he felt it had the wholesome effect of "making a lot of us do a bit of thinking we might otherwise have not done." There are things in the Blue Book which can't be answered merely by arguing that the Commission has no authority to require the correction of "some pretty obvious defects."

Stresses Public Relations

Judge Miller stressed the importance of public relations for radio—his main theme at the current series of district meetings—and again espoused an "editorial policy" for broadcasters. He urged stations to use their own facilities to sell radio itself.

Alluding to the NBC-Fred Allen incident which made headlines last week, Judge Miller said he felt broadcasters were "too sensitive" and that they were now old enough "to take some ribbing and kidding" about their medium. One who can't take it, usually suffers from an "inferiority complex," he said.

Radio's participation in the Texas City disaster was cited by Judge Miller as an outstanding example of "public relations." As each domestic crisis arises radio will step into the breach, he said.

A. D. Willard Jr., NAB executive vice president, outlined the functions of the reorganized NAB, which he said now is completely staffed. He called the NAB a "great team."

Answering the Blue Book allegation that radio makes fabulous profits on a paltry investment, Mr. Willard said this figure-juggling was as unreasonable as would be the computation of a lawyer's income based on his investment in law books.

Since the frontal attack on the Blue Book, Mr. Willard pointed out, there has "not been a single further encroachment by the FCC" in the field of programs. Indeed, he said, Commissioner Durr, ardent proponent of program control, "upbraided the FCC for failure to carry through."

Music Discussion

Sweetness and light in the music copyright animated the "music situation" discussion at Tuesday's session, marked by the appearance of Carl Haverlin, newly elected BMI president, and impromptu responses by representatives of ASCAP, SESAC and other music and transcription firms. After Mr. Haverlin had admonished broadcasters to remember the chaos of 1939, when BMI was formed to combat ASCAP, Ralph Wentworth, field representative of BMI alluded to "our good friend, ASCAP," which in recent discussions had asserted that it would not seek additional money from the broadcasters, percentagewise.

That set off the series of rejoinders, in which Charles McDowell, ASCAP area representative, commended BMI for its progress, for bringing back Mr. Haverlin as head man, and for the good things ahead in music copyright. He urged broadcasters to use BMI music when it is good, and predicted that the new contract being negotiated with ASCAP to become effective in 1950, will be "to your liking," financially and otherwise.

Mr. Haverlin had recalled that in 1939, the guess was that ASCAP might boost the royalty to 15% of the station revenue, but it finally was settled at 7½% by virtue of BMI's advent. Broadcasters won a "magnificent victory," he said, which should stand for all time to come "as a monument of what you can do when you make up your mind to do it."

Urges Support for BMI

Kolin Hager, former manager of WGY Schenectady, and now assistant to the president of SESAC, urged BMI support also, and urged stations likewise to use SESAC. When he mentioned the availability of SESAC's transcription library service, Director Campbell invited all other transcription firms represented to have their word. They did. Pierre Weis, Lang-Worth representative, however, sounded a new note in admonishing new stations and particularly FM outlets, not to attempt to follow rigidly the WQXR New York formula of classical music. New York is unique because of its vast population, he said. In most other areas,

World Series Broadcasts By Gillette Through 1951

A FIVE-YEAR contract for exclusive broadcasting of the World Series baseball games was to be announced Friday night by MBS and Gillette Safety Razor Corp. at a dinner in New York's Waldorf-Astoria Hotel.

Gillette, through its agency, Maxon Inc., has sponsored the World Series on Mutual for several years in the past. The new contract extends through the 1951 season.

NAB 13th District Registrations at Houston

Kenneth H. Baker, NAB; Chuck Balthorpe, KABC; Wade Barnes, NBC Radio Recording; Weldon Barnhill, KTHT; Howard Barrett, KRBC; Gordon Baxter, Jr., KPAC; C. K. Beaver, KTBS; Kelly Bell, KOSF; Bill Bennett, KXYZ; Burton Bishop, KTEM; Buddy Bostick, KWTX; Bob Boyd, KPRC; Louis Breault, Jr., KRIC; Tay Bright, KTRH; Joe Brown, KSAM; Kenyon Brown, KWFT; Cecil E. Burney, KSIX; Fred Burr, KIOX.

Gene Cagle, KFJZ; Helen Caldwell, KFDM; Martin Campbell, WFAA; R. O. Canon, KRIG; R. W. Carpenter, Mutual; Joe B. Carrigan, KWFT; Doane Chapman, KPAB; Forrest W. Clough, KFJZ; Louise Cobler, KIXL; Bruce Collier, KORC; Louis R. Cook, KNOW; Achilles Corcanges, KORC; George Cranston, WBAP-KGKO; Howard D. Crissey, Raytheon Mfg. Co.; George Crouchet, KPAC; James R. Curtis, KFRO.

M. E. Danborn, KGKB; Howard W. Davis, KMAC-KISS; Walter B. Davidson, Capitol Records; John Devine, Standard Transcriptions; R. P. Doherty, NAB; W. Ward Dorrell, C. E. Hooper; Dale Drake, WRR; Charles Dyer, Jr., KPRC.

Jack Edmunds, KXYZ; Johnny Edwards, KATL; Corinne Enos, KPAC; Aubrey H. Escoe, KAND; A. C. Etter; Howard C. Evans, KPRC.

Hugh Feltis, BMB; Pat Flaherty, KPRC; Earle Fletcher, KGVL; Jack Frazier, International Electronics Corp.

Roy George, KRLD; Francis Gilbert, KTHT; R. Lee Glasgow, WACO; Joe Golden, KTRH; Harry Grier, KTRH; Bill Guy, KTHT.

Kolin Hager, SESAC; Hugh A. L. Halff, WOAI; Richard Hamann, Cardinal Co.; Ray B. Hamilton, Blackburn-Hamilton Co.; Bob V. Hammond Jr., KRRV; Geo. Harding, Branham Co.; Jack Harris, KPRC; Ralph S. Hatcher, CBS; Carl Haverlin, MBS-BMI; Lofton Hendrick, KRRV; Ted Hills, KTHT; W. P. Hobby, Houston Post; Homer Hogan, KWBU; D. C. Houston, KBKI.

Aubrey Jackson, KGNC; George Johnson, Cardinal Company; George W. Johnson, KTSA; Ernest Jones, KWHI; Robert B. Jones Jr., WENR; Tilford Jones, KXYZ; Chas. B. Jordon, WRR; Frank Junell, KROD.

Jack Keasler, WOAI; Alex Keese, KGNC; J. C. Kellam, KTBC; Boyd Kelley, KPLT; F. J. Kelly, RCA; Vann M. Kennedy, KSIX; George A. Kercher, Edw. Petry & Co.; Truett Kimzey, KGVL; Jan King, KECK; Walter S. Kline, Homer Griffith Co.

C. A. Lamptson, Finley Universal Transcriptions; Dewitt Landis, KFYO; Bill Laurie, KEBE; Mrs. Emo Laurie, KEBE; Harry P. Leadingham, Associated Press; W. B. Lee, KRIG; C. B. Locke, KFDM; H. B. Lockhart, KEYS; John Loftis, KRIG.

Ralph K. Maddox, KRIC; Charles Manning, KSIX; W. D. Mauldin, KPAC; Jas. F. McCaughtry, Cardinal Company; J. M. McDonald, KCRS; Mrs. J. M. McDonald, KCRS; Charles McDowell, ASCAP; Jack McGrew, KPRC; Morris M. McKnight, KSFA; Ben Medow, KECK; Clyde B. Melville, KRGV; Don Mercer, NBC Radio Recording; William M. Mertz Jr., Transcription Sales; John Michel, KPDN; Lester A. Mullan, KTRH; F. O. Myers, KCMC.

Ted Nabors Jr., KTRH; Charles Netherly, KRIS; Bill Newkird, KATL.

C. E. Ogden, Capitol Records; Byron W. Ogle, KRGV; B. F. Orr, KTRH.

Wayne Phelps, KHUZ; Claude Pinell, KPAC; Rex Preis, KTSA; Richard Pryor, KBKI.

James E. Rennie, KWRC; Reese Reinecker, KXYZ; Clyde Rembert, KRLD; Howard Roberson, KFDA; Ingham S. Roberts, KRIO; W. W. Robertson, KTRN; King H. Robinson, KATL; Bob A. Roth, KONO; Eugene J. Roth, KONO; Dave Russell, KFDM; Guy C. Rutcheson, Consulting Engineer.

David M. Segal, KTFS; Lewis O. Seibert, KGKL; Clyde H. Smith, KSEL; T. Frank Smith, KRIS-KVAL; J. H. Speck, KCNC; Myrl Stein, KMHT; Wm. Stubblefield, KBKI; Joel Swanson, KPAC; Robert D. Swezey, MBS-BMI.

Sol Taishoff, BROADCASTING; W. H. Talbot, KATL; Ella Tarbell, Houston Post; O. L. "Ted" Taylor, KGNC; Pete Teddlie, WRR; Robert Tharp, KVIC; W. E. Bud Thompson, KGNC; John Thorwald; J. F. Timlin, Branham Co.; Bert Torswell, Cardinal Company; Verne Trembley, Lang Radio Enterprise.

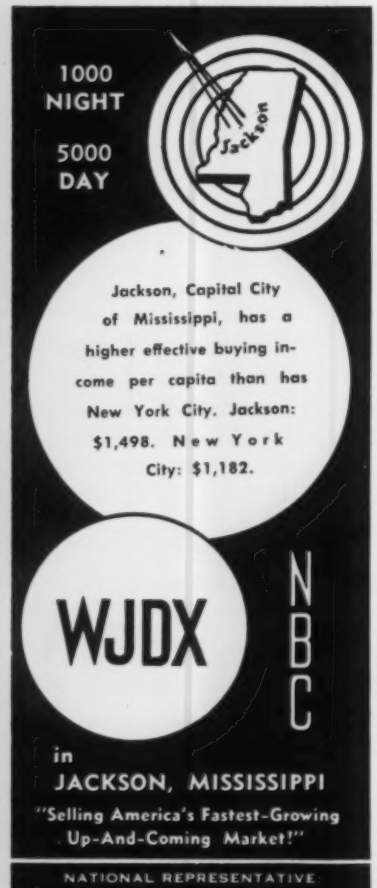
Jas. G. Ulmer, KGKB; George K. Utley, KRIC.

Mrs. C. R. Vickers, KPAC.

W. J. Wallace, KBST; Pierre Weis, Langworth; Ralph Wentworth, BMI; H. T. Wheeler, KPRC; Tom Whitehead, KWHI; Charles Whitesides, KTEM; Bert Wilder, KTHT; A. D. Willard Jr., NAB; Stan Wilson, WACO; A. M. Witty, RCA; Kelly Wofford, KEYS; W. P. Wright, KRIG.

W. E. Zimmerman, KARK.

FATHER AND SON at NAB district meeting in Houston last week, were Eugene J. Roth, owner of KONO San Antonio and son Bob, KONO salesman.



popular music is desired by the public.

FM held sway at a Tuesday afternoon session, with W. W. Robertson, manager of KTRN, Wichita Falls FM station, presiding. Mr. Willard explained the functions of the FM Dept. of NAB. The chief handicap to FM development is the refusal, thus far, of AFM President James C. Petrillo to permit FM stations to duplicate programs of AM affiliates, he said.

Willard's Advice

Radio's best bet, Mr. Willard said, is to support strong labor legislation, of the character passed by the House, which would eliminate featherbedding, the secondary boycott and industry-wide bargaining. Mr. Petrillo then would find himself in "an uncomfortable position" in his persistent refusal to answer radio's plea for relief, he said.

"The main hope of FM to succeed," he said, "is to present programs of a type that people enjoy on AM stations."

When Jan King, manager of KECK Odessa, which also has an FM grant, inquired whether FM stations should join the new FM Assn., since "it might be competitive with NAB," Mr. Willard pointed out that FM Assn. was set up as a promotion organization, rather than as a trade association. "NAB offers what FMA can't possibly do," he said, but "if you are interested in promotion of FM to the exclusion of other existing services I suppose you should support it."

Public Service Programs

Public service programming was the principal topic the opening day. David Russell, KFDM, chairman of the panel, deprecated what he described as the "stinker," the public interest program "that sounds lousy but looks good on reports." He contended these did not satisfy the public, and that they should be ruled off the air. He urged improved programming to attract new listeners and entice more sets into use.

Louis Breault, KRIC, said many stations regard public interest programs as a necessary evil. "They polish up their halos and say 'look what we're doing.' " He warned against the return of the "radio lobbyist" who was dormant during the war, when Government programs were heavy. The free-time grabbers are back, he said, and should be nipped now.

Richard P. Doherty, Employer-Employe Relations Director of NAB, pointed out that Texas is unique in that labor unions have not yet organized stations in the state. He urged stations to take cognizance of the problems of their employes and work with them. Much of his talk was off the record.

Frank E. Pellegrin, director of the NAB's Dept. of Broadcast Advertising, and Kenneth Baker, NAB Director of Research, conducted their customary lectures at district and area meetings. Dr. Baker presented graphically the NORC Survey of Public Opinion of Radio completed last year, which depicted overwhelming public support of radio.

When Mr. Pellegrin commented that most stations had adopted the standard contract form approved by the NAB and AAAA, Alex Keese, general manager of Taylor-Howe-Snowden Radio Sales, observed it was his understanding that many stations did not use the form. On a showing of hands, half of the delegates indicated they did not use it.

Hugh Feltis, president of BMB, in continuing his cross-country swing to urge continued BMB support, outlined to the district the status of the Bureau's operation, its finances, and the road ahead looking toward another national survey in 1948. BMB has received $1,400,000 in subscriptions since its formation two years ago, and now has a balance of $93,000. He cited increasing use being made of BMB data by stations, and mentioned particularly the recent survey for BROADCASTING conducted by Audience Surveys Inc., indicating stalwart station support.

Closing the Tuesday session was the Small Markets Section, presided over by DeWitt Landis, KFYO Lubbock, District Chairman. Mr. Pellegrin made the main presentation, restricted largely to stations in secondary markets and in the lower power brackets.

The meeting closed Wednesday with the NAB news clinic, presided over by Jim Byron, news editor of WBAP Fort Worth.

ANNOUNCED at NAB 13th District meeting was appointment of Kenyon Brown (l) as director of operations of KWFT Wichita Falls, Tex., by Joe B. Carrigan, (r) owner of Carrigan enterprises. In center is O. L. Ted Taylor, executive director of Taylor-Howe-Snowden operations.

* * *

KENYON BROWN HEADS OPERATIONS AT KWFT

APPOINTMENT of Kenyon Brown, who resigned last month [BROADCASTING, March 31] as vice president and general manager of KOMA Oklahoma City, to the post of director of operations of KWFT Wichita Falls, Tex., was announced last week by J. B. Carrigan, of Joe B. Carrigan & Associates.

Mr. Brown's new duties will include supervision of KWFT, which is managed by Charles E. Clough, and of the Wichita Agency, a merchandising organization, and the oil and livestock interests of the Carrigan organization.

Mr. Carrigan, a practicing attorney, is owner of KWFT and of the associated enterprises. Mr. Brown is a member of the CBS advisory board of directors and has been in radio since 1933. His first full-time job was as engineer and announcer at KXBY Kansas City. He served as radio chairman for Oklahoma during the Fifth and Sixth War Loan drives.

BROADCASTER BRASS at brunch at Monday's 13th District Meeting in Houston (l to r): Martin Campbell, WFAA Dallas, District director; A. D. Willard Jr., NAB executive vice president, and Carl Haverlin, BMI president.

Terms Antenna Bill 'Dangerous' Move

"DANGEROUS PRECEDENT" is inherent in a proposal to regulate erection of radio or television antennas in the District of Columbia, according to testimony of William A. Roberts, counsel for Television Broadcasters Assn., before a House District subcommittee last Wednesday.

The subcommittee, headed by Rep. Joseph P. O'Hara (R-Minn.), has been conducting a series of hearings on a bill (HR-2984) sponsored by capital citizens groups which would virtually prohibit erection of television and other transmitting towers in residential sections.

Mr. Roberts declared "the introduction of this new art (television), which has met with such immense popular approval and serves such an important educational need, requires adaptation of existing opinion toward the essential structures in the same manner that industrial smoke stacks, transmission wires and similar facilities have been erected under public regulation for many years."

Chairman O'Hara commented that he hoped citizens would not always run to Congress for the satisfaction of every local grievance. He declared, however, that it was "unfortunate" that towers in the capital seem to have been authorized in so many cases near schools and homes where they might be a menace to public safety.

Insecticide Campaign

MICHIGAN Chemical Corp., St. Louis, Mich., has started a spot campaign for 18 weeks on 40 stations for its Pestmaster line of insecticides. Agency is Alley & Richards, New York.

Program Policies Group Holds 'Off-Record' Meet

THE NAB STANDARDS of Practice subcommittee on general program policies convened Thursday at the Edgewater Beach Hotel, Chicago, to determine what revisions should be recommended in the present NAB code of broadcasting ethics.

C. E. (Bee) Arney Jr., secretary treasurer of NAB, said the two-day session was "entirely off the record" but that the purpose of the meeting was to resurvey the question of whether or not broadcasters could live by the "golden rule."

Subcommittee members attending were: Mr. Arney, Edgar Bill, president WMBD Peoria; Walter Damm, president WTMJ Milwaukee; C. Biggar, general manager WIBC Indianapolis; Gilson Gray, CBS, and Harold Fair, program director, NAB.

Mikesell Appointed

LEE MIKESELL has been appointed general manager of KSAN San Francisco, succeeding Jerry Akers who died April 3. This was announced last week by S. H. Patterson, president of the Golden Gate Broadcasting Corp. Mr. Mikesell has been in the sales and management end of radio for 18 years, Mr. Patterson said.

A NEW STATION
For a Greater
SYRACUSE

Syracuse is growing industrially, commercially and culturally. WNDR has been organized to serve this growing audience and to provide complete coverage of Greater Syracuse for advertisers. A staff with life-long merchandising experience planned its program schedule to fit the needs of the one million active buyers in its market —buyers with incomes well above state and national averages.

Owned and Operated by the
SYRACUSE BROADCASTING CORPORATION
Wilson Building, 306 S. Salina St.
Syracuse, New York.

National Representative:
Paul H. Raymer Company,
New York, Chicago, Detroit, San Francisco, Los Angeles, Boston and Atlanta.

WNDR
5000 WATTS
DAY AND NIGHT
1260 KILOCYCLES

75 Video Channels Sought by Movies

MOTION PICTURE industry will officially ask the FCC for 75 television allocations as the initial step in establishing a nationwide system of television theaters, 1,000 delegates at the 61st semiannual meeting of the Society of Motion Picture Engineers, Chicago, were told Tuesday.

The allocations, in the 1000 and 1300 mc. band, have been held in abeyance by the FCC since February 4 as part of the inter-city relay assignments [BROADCASTING, Feb. 10]. At that time the motion picture industry opposed the proposed allocation on the grounds that the band should be retained for experimental purposes until such time as current television research is perfected to bring television into motion picture theaters.

Paul J. Larsen, chairman of the SMPE committee on theater television, who instituted the industry's objections before the Feb. 4 hearing the FCC, told the delegates attending the Chicago meeting that "for the first time" the film companies are joined in support of theater television and consider television as an adjunct of the motion picture industry. He said that if permission is received from the FCC for the desired frequencies, a nationwide system of inter-city radio relays for the projection of films to theater houses would be ready within two years, or "by 1950 at the latest."

TV-Film Program

He warned delegates that the industry's decision to press for the allocations was prompted by the fear that the commission would grant all desirable frequencies to radio-owned or controlled television applicants. Larsen said a committee composed of newsreel representatives, theater owners, distributors and producers will be announced in time to formulate a program on television before the May 8 meeting of the Motion Picture Association of America, in New York.

New Transmitter Plant of WMPS

HERE'S what the new $250,000 WMPS Memphis transmitter plant will look like when construction is completed for switch in early summer to new assignment of 10 kw day and 5 kw night on 680 kc. A subsidiary of Plough Inc., pharmaceutical manufacturer, headed by Abe Plough, WMPS is managed by Harold Krelstein. Two 400 ft. Ideco towers, plus 350,000 feet of ground wiring are already in place. WMPS is RCA equipped all the way. The station has a 10,000 75-kw standby power generator plus a standby transmitter. Transmitter site is about 3½ miles north of Memphis. Lohnes and Culver are the consulting engineers. Harry LeBrun is station director.

CCNY

(*Continued from page 18*)

said, stating that what the broadcasters want is criticism from people who do listen and who know what they consider good or bad about what they hear.

Speaking of news and news interpretation on the air, Mr. Woods said that his network tries to maintain a balance of liberal, middle-of-the-road and conservative commentators, permitting all points of view to be presented without allowing the overall balance to lean too far in any direction.

Mr. Woods expressed the belief that criticism of advertising, such as that dished out by Henry Morgan on his ABC series, is a healthy thing. Asked if he felt the same way about Fred Allen's attempt to debunk radio, Mr. Woods said that he did.

At the final session Wednesday evening, plaques symbolizing the highest CCNY honors were presented to ABC, WLW Cincinnati, WFIL Philadelphia, KGFJ Los Angeles, and Kenyon & Eckhardt. presentations were made by Harry Noble Wright, CCNY president, Thomas L. Norton, dean of the School of Business, and John G. Peatman, associate dean of the College. As chairman of the national awards committee, Dr. Peatman also read the awards of merit citations won by J. M. Mathes Inc., WFIL, WGN, NBC Western Division, ABC, Rich's Inc., WGAR, KGFJ, WEEI, Harry S. Goodman, Kenyon & Eckhardt, Banner & Greif, WNHC, KMBC, WLW, KTHT, KLZ, WFAA, KECA, and the honorable mentions for entries of KSD, KUOM, KNEW, WTMJ, CBS, WMT, WING, WNBC, KXOK, J. M. Mathes, Young & Rubicam, WMCA and KYUM. (Details of the awards and the winning entries, BROADCASTING, March 31).

In making the presentations President Wright pointed out that since "broadcasting serves an important function in our society, it is the practical educator's duty to take account of the significance of broadcasting.

The opening session of the conference, held Tuesday night, featured more than 20 radio executives and artists answering some of the most-frequently asked questions about radio.

Grace Johnsen, head of continuity acceptance at ABC, discussed the question of common objections to commercials.

William B. Lewis, vice president in charge of radio for Kenyon & Eckhardt, New York, speaking to the same question, referred to an article which Charles Hull Wolfe, of BBDO, recently wrote for BROADCASTING, pointing out reasons for listeners' irritations at radio commercials. Mr. Lewis also quoted from the National Opinion Research Center's poll of the nation's reaction to radio.

Speaking on the comparison of free radio with government-controlled radio, Robert K. Richards, public relations director of the NAB, pointed out that the American listener is "neither an intellectual relaxing in his oak-paneled library nor a hobo at a campfire."

"He is part of these and part of many others," said Mr. Richards. "Radio must reflect the desire of the total American listener if, as in this nation and this nation alone, over 90% of the populace is to benefit by it."

The government, Mr. Richards thought, could not compete with free radio, "even if such was the government's desire."

A. A. Schechter, vice president of news, special events and publicity for MBS, discussed trends in news commentary.

Other speakers, and their subjects, were: Elaine S. Carrington, daytime serial writer, "Winning Listeners to the Daytime Serial"; Robert Saudek, ABC director of public affairs, "Radio's Struggle to Tell Both Sides of Public Issues"; Adrian Samish, ABC vice president in charge of programs and television, "Listening to Radio Intelligently"; Elissa Landi, actress, "Speech in Radio"; Robert A. Schmid, MBS vice president in charge of station relations, "Audience Participation"; Theodore C. Streibert, president, WOR New York, "Community Responsibilities of the Radio Station"; Leon Goldstein, vice president in charge of news and special events, WMCA New York, "Problems of the Independent Stations"; Ted Cott, program director, WNEW New York, "Program Problems of the Independent Stations"; William E. Haskell, assistant to the president, New York Herald-Tribune, "Radio-Press Relations"; William S. Hedges, NBC vice president in charge of planning and development, "Problems of Apportioning Time for Political Broadcasts"; Ken R. Dyke, NBC vice president in charge of broadcast standards and practices, "Borderline Misrepresentations in Radio Advertising"; Mary Margaret McBride, WNBC New York commentator, "Air Shows for Women"; Allen Kent and Giner Johnson, jingle writers, "Past, Present and Future of the Singing Commercial"; Olga Druce, writer-producer, Benton & Bowles, New York, "Mystery and Crime Shows"; and Dr. Lyman Bryson, CBS counsellor on public affairs, "Developing Interest and Showmanship in Educational Broadcasts."

CBS Juggles Time For Campbell Show

REPORTED desire of the Campbell Soup Co. to buy an across-the-board quarter-hour evening strip on CBS last week had the network's sales and program executives caught in a jig-saw puzzle of program realignment.

The 8-8:30 p. m. period on Thursday now occupied by *The FBI in Peace and War* sponsored by Proctor & Gamble, was said to be the stumbling block at least temporarily in the way of the sale of the five 7:30-7:45 p. m. periods to Campbell.

The soup company wants to buy that period across the board but is stymied by the program, *Mr. Keen*, sponsored by American Home Products Co., in that period Thursdays and *The American Melody Hour* at the same time Tuesdays. However, American Home Products Co. was said to be willing to move *Mr. Keen* into the 8-8:30 p. m. period Thursdays allowing Campbell Co. to take over the 7:30-7:45 p. m. period with Bob Trout. Proctor & Gamble has been offered, it was understood, the 6:45-7 p. m. period for its *Lowell Thomas Show* if it will relinquish the 8:30-9 p. m. *FBI in Peace and War* time and move that show into a later period. P. & G.'s *FBI* is handled by the Biow Co. and the *Lowell Thomas Show* by Compton Adv.

American Home Products is handled by Dancer-Fitzgerald-Sample, New York. *The American Melody Hour*, now sponsored by Bayer Aspirin through Dancer-Fitzgerald-Sample in the Tuesday 7:30-8 p. m. period, may take over the *Jack Carson* slot on Wednesdays 8-8:30 p. m., making the time available to the Campbell Co.

ALLIED RECORD MFG. CO. HAS EXPANSION PLANS

PLANT facilities of the Allied Record Mfg. Co., Hollywood, are being increased and new equipment added in a move aimed at national expansion, a company spokesman announced last week.

Mr. O'Hagan

Also in line with Allied's expansion program was the appointment of James E. O'Hagan as executive vice president [BROADCASTING, April 14], according to a statement by D. K. Broadhead, president of the firm.

Mr. O'Hagan was associated with the Grayson Heat Control Co., Los Angeles, for more than 20 years before joining Allied, and has an extensive background in sales, distribution and industrial management.

Paul Porter Enters Law Firm in Capital

Mission to Greece Completed, He Starts Private Practice

PAUL A. PORTER announced today (April 28) that he will join the law firm of Arnold & Fortas beginning May 15 when the firm will become Arnold, Fortas & Porter.

Mr. Porter

Mr. Porter has completed his assignment as Chief of the American Economic Mission to Greece with the personal rank of Ambassador [CLOSED CIRCUIT, April 21].

Although the firm he is joining is in general practice, it is expected that the ex-FCC Chairman will specialize in radio and communications. His partners are Thurman Arnold, former trust-busting Assistant Attorney General, and Abe Fortas, former Undersecretary of Interior.

Mr. Porter's absence from private practice dates from 1942 when he left CBS after five years as Washington counsel. Prior to his trip to Greece for the President, he had served as OPA Administrator and earlier as FCC chairman. During the 1944 Presidential Campaign, Mr. Porter served as publicity director of the Democratic National Committee, leaving that post in late 1944.

MANUFACTURER CENSUS MEASURE MOVES AHEAD

SENATE CIVIL SERVICE Committee last Thursday gave its unanimous approval to a bill which would re-establish a manufacturing census discontinued in 1939.

Sen. Albert W. Hawkes (R-N.J.), author of the bill [BROADCASTING, Feb. 17], declared that existing basic data affecting business, manufacturers and mining "are now virtually useless, since there has been no complete census of manufacturers, mining, distribution or the service trades since 1939."

He called attention to the fact that the measure has been fully supported by the Secretary of Commerce, William Averill Harriman. He declared he had little doubt that the matter would receive early and favorable action in the Senate.

Price Changes

WESTINGHOUSE Electric Corp. announced last week that "no price advance on home appliances is contemplated at this time," although some Westinghouse lines may be advanced in price due to recent wage increases. The company's pay boost totals 15 cents an hour for all employe members of the United Electrical Radio and Machine Workers (CIO).

Five Class B, Two Class A FM Conditional Grants Approved

CONDITIONAL FM grants were made by the FCC last week to five Class B and two Class A applicants. Two present conditional grantees were awarded construction permits while 15 permit holders received new assignments from those previously designated.

Siskiyou Broadcasting Co. Inc., Yreka, Calif., an Oregon corporation, was granted request to cancel its construction permit for a Class A outlet authorized January 23. Because of the similarity of its name to that of Siskiyou Broadcasting Corp., a California corporation, it had been denied permission to do business in that state.

Wrathall Interests

Of the five new Class B conditional grants, two were awarded in lieu of previous Class A grants. All but one of the seven conditional grantees now own standard stations. The exception, Monterey Bay Broadcasting Co., Santa Cruz, Calif., includes as partner Grant R. Wrathall, Washington consulting radio engineer.

Channel 261 was allocated by the Commission to Rome, N. Y., area.

The Class A conditional grants:

West Yarmouth, Mass.—E. Anthony & Sons Inc., permittee WFMR (FM) New Bedford; owner Bristol Broadcasting Co., licensee WNBH New Bedford and WCCB West Yarmouth.

Colton, Calif.—San Bernardino Valley Broadcasters, owned by Woodrow Miller, permittee new AM outlet San Bernardino, 1350 kc, 250 w day.

Class B conditional grants:

Warren, Ohio—Nied & Stevens Inc., licensee WRRN Warren (Class B authorized in lieu of previous Class A grant).

Olean, N. Y.—WHDL Inc., licensee WHDL Olean.

Rome, N. Y.—Copper City Broadcasting Corp., licensee WKAL Rome (Class B authorized in lieu of previous Class A grant).

Fresno, Calif.—McClatchy Broadcasting Co., licensee KMJ Fresno as well as KERN KFBK KWG KOH.

Santa Cruz, Calif.—Monterey Bay Broadcasting Co. Partnership; L. John Miner, traffic manager KNAK Salt Lake City, 51%; Taft R. Wrathall, to be chief engineer, moving from Palo Alto, 24.5%; Grant R. Wrathall, Washington consulting radio engineer, 24.5%.

CPs were granted conditionally to (power given is effective radiated power; antenna height is height above average terrain):

Luther E. Gibson, Salinas, Calif.—Class B, 9.4 kw, 1430 ft.

Owensboro On the Air Inc., Owensboro, Ky.—Class B, 45 kw, 370 ft.

Following were granted CPs in lieu of previous conditions (AM affiliation in parenthesis):

KRED Redwood Broadcasting Co. Inc. (KIEM), Eureka, Calif.—Class B, 4.6 kw, minus 30 ft.

KMGM Metro-Goldyn-Mayer Studios Inc., Los Angeles—Class B, 49 kw, 1135 ft.

KKLA Echo Park Evangalistic Assn., Los Angeles—Class B, 58 kw, 760 ft.

KFAC-FM Los Angeles Broadcasting Co. Inc. (KFAC), Los Angeles—Class B, 270 kw, 2100 ft.

WMGA-FM John F. Pidcock, (WMGA), Moultrie, Ga.—Class B, 14 kw, 380 ft.

KSBS Sunflower Broadcasting System, Kansas City, Kan.—Class B, 43 kw, 320 ft.

KFH-FM The Radio Station KFH Co. (KFH), Wichita, Kan.—Class B, 180 kw, 420 ft.

KYSM-FM the Southern Minnesota Supply Co. (KYSM), Mankato, Minn.—Class B, 47 kw, 525 ft.

WJLK Asbury Park Press Inc., Asbury, N. J.—Class A, 1 kw, 250 ft.

KGBS-FM Harbenito Broadcasting Co. (KGBS), Harlingen, Tex.—Class B, 9 kw, 410 ft.

KISS The Walmas Co. (KMAC), San Antonio, Tex.—Class B, 170 kw, 560 ft.

KTEM Bell Broadcasting Co. Inc. (KTEM), Temple, Tex.—Class A, 220 w, 500 ft.

WRVA-FM Larus & Bro. Co. Inc. (WRVA), Richmond, Va.—Class B, 25 kw, 500 ft.

WRNL-FM Richmond Radio Corp. (WRNL), Richmond, Va.—Class B, 40 kw, 420 ft.

WCOD Havens & Martin Inc. (WMBG), Richmond, Va.—Class B, 46 kw, 430 ft.

4 New AM Stations Authorized By FCC, 3 of Them on 1600 kc.

FOUR NEW standard stations, one of which involved reissuance of an earlier grant, were authorized last week by FCC.

Three of the grants, for 500-w daytime operation on 1600 kc, topside of the present AM band, went to McKinney, Tex., Springfield, Ohio, and Marion, Ind. Construction permit for 250-w fulltime operation on 1240 kc went to a Weiser, Ida., applicant.

Marion Radio Corp., Marion grantee, and Champion City Broadcasting Co., Springfield grantee, both had requested 1 kw and had been set for consolidated hearing after an original Jan. 30 authorization to Marion Radio was set aside [BROADCASTING, April 7, 14]. This proceeding arose from a petition by Champion City asking that the Marion authorization be conditioned on acceptance of whatever interference might have resulted from the proposed Springfield operation. Fortnight ago Champion City won a conditional Class A FM assignment for Springfield [BROADCASTING, April 21].

With the new 1600-kc authorizations, a total of 13 assignments have been made for that regional facility in the U. S.

Ownership Interests

The new grants:

Weiser, Idaho—Inland Broadcast Co., 1240 kc, 250 w, unlimited. Principals: Franklin S. Gwilliam, mayor of Weiser; Gene Phillip Stanford, owner, Stanford Variety Store; Carl L. Moss, manager, Weiser branch, Idaho First National Bank; Robertson W. Smith, associate editor of local papers, secretary; Harry B. Soulan, livestock; George J. Merritt, retired hotel owner; Edward M. Joseph, retired, formerly with National Bank Examiners and Federal Bank Examiners; Wayne Summers, manager, local J. C. Penny Co. store; A. S. Jones, funeral director. All have about 13% interests except Mr. Smith who has 1.3%. Granted April 23.

McKinney, Tex.—McKinney Air Enterprises Inc., 1600 kc, 500 w, daytime. Principals: Robert A. Forte, former AAF major, president; Noel E. Thompson, program director and news editor, KFYO Lubbock, Tex., vice president; Clay E. Thompson, AAF major and former KFYO announcer; George W. Smith Jr., former engineer, KMAC San Antonio, secretary-treasurer. Each holds 25%. Granted April 23.

Marion, Ind.—Marion Radio Corp., 1600 kc, 500 w, daytime. Principals: John H. Bone, president and 50%; Dr. E. Schons, St. Paul, vice president and 33-1/3%; William E. Schons, veteran, 16-2/3%.

Springfield, Ohio—Champion City Broadcasting Co., 1600 kc, 500 w, daytime. Partnership: Dr. Delbert J. Parsons, physician, 60%; Bill Erin, formerly with WIZE Springfield, 30%; John Harwood, president and general manager, Lagonda Printing Co., 10%. Granted April 23.

Legislative Mill

S. 554—To provide for the collection and publication of statistical information by the Bureau of the Census. Introduced by Sen. Albert W. Hawkes (R-N.J.) on Feb. 10 and favorably reported by Senate Committee on Civil Service April 24. Bill would re-establish business census, including census of manufacturers, discontinued during the war.

S. 1126—So-called "Taft Labor Bill" reported by Sen. Robert A. Taft (R-Ohio) from the Senate Labor Committee on April 17. Full Senate debate begun April 25.

DST Now in Effect In Many U. S. Areas

DAYLIGHT SAVING went into effect in many of the cities of the country last Sunday, practically nullifying, for this year at least, attempts made in Congress to legislate uniformity into summer time schedules.

There remained a slim chance that Congress might act on a uniform time law this session to go into effect next April. The House Interstate & Foreign Commerce Committee had a bill introduced by Rep. Joseph P. O'Hara (R-Minn.) which would require standard time to be used for all commercial purposes. Mr. O'Hara has reported some industry support for his bills [BROADCASTING, April 7].

Winchell Suit

ATTORNEYS for Walter Winchell last week said they expected to prepare within two weeks an answer to a New York Supreme Court defamation suit against the commentator following a ruling by the New York State Court of Appeals that the broadcast of defamatory material may constitute libel [BROADCASTING, April 21]. The pending suit was filed two years ago in the New York Supreme Court by George W. Hartman, chairman of the Peace Now movement, who alleged that Mr. Winchell had libeled him in a broadcast of Jan. 23, 1944.

At Deadline ...

NO INTENT TO DECEIVE IN PIXLEY CASE, FCC FINDS

REPORTING on its investigation of Lloyd A. Pixley and family's acquisition of WCOL Columbus, Ohio, FCC said Friday it found "no intent to misrepresent or deceive by concealment of any facts. . . ." Report was in supplemental proposed decision on applications for new stations at Sandusky, Ohio, on 1450 kc with 250 w. It renewed original proposal to (1) grant Lake Erie Broadcasting, of which Mr. Pixley is president and 51.2% owner, and (2) deny Sandusky Broadcasting and Bay Broadcasting companies [BROADCASTING, July 8, 1946].

Investigation was ordered on petition of Sandusky Broadcasting, which, without alleging attempted deception, said "impelling reasons" existed for FCC examination [BROADCASTING, Oct. 7, 1946]. FCC's report said WCOL "clearly erred" in failing to inform Commission of terms of chattel mortgage which, executed in November 1944 to secure $175,000 note several months after Pixleys bought WCOL, required consent of Ohio National Bank of Columbus before station could exercise certain "discretionary rights of a radio licensee." But, FCC concluded, "it does not appear that this failure . . . was a deliberate non-disclosure or concealment." Old note and chattel mortgage were discharged and replaced July 31, 1946, by $75,000 note and mortgage not restricting licensee's discretionary rights.

FM SET BOOM IS SEEN BY WISCONSIN CONFEREES

ACTIVE FM receiver market seen by Southern Wisconsin FM Radio Conference meeting in Madison.

Day's activities included visit and demonstration at WHA-FM studios, at Wisconsin U. Morning session directed by Harold A. Engel, of WHA-FM. Speakers included Wayne Clay, WCLO Janesville; Prof. Glenn Koehler, WHA-FM Madison; Kenneth Schmitt, WIBA Madison; William Forrest, WIBU Poynette; Phil Laueser, WTMJ-FM Milwaukee; Don Dobson, *Beloit Daily News;* Allan Curnutt, WOSA Oshkosh; Tom Moers, WFJS Freeport, Ill.

Ted Leitzell, Zenith Radio Corp., reported on receiver industry trends. FM demonstration by John Stiehl, WHA-FM chief engineer, and Eustice Taylor of Graybar Electric, rounded out morning session. Afternoon speakers included Kenneth Schmitt, WIBA; Norman Hahn, WIBA-FM. Ralph O'Connor of WIBU was moderator of FM discussion panel.

KEVR SALE APPROVED

APPROVAL given $190,000 sale of KEVR Seattle from A. W. Talbot, sole owner, to Western Waves Inc., FCC announced Friday. Mr. Talbot retains permit for Class B FM outlet there. Western Waves, also holder Class B FM permit and previous applicant for 50 kw on 1540 kc in Seattle, is headed by Dorothy S. Bullitt (38-1/3%), socially prominent daughter of late C. D. Stimson, Seattle businessman and civic leader.

FRED OGILBY appointed sales manager of Radio Division of Philco Corp., to succeed John M. Otter, named general sales manager (earlier story page 42).

TWO AM OUTLETS GRANTED; FOUR NEW ASSIGNMENTS

TWO NEW AM outlets granted by FCC Friday: 1400 kc 250 w unlimited to northwest broadcast trio, Yakima Broadcasting Corp., Yakima, Wash.; 600 kc 1 kw night, 5 kw local sunset, to Texas radio group, San Angelo Broadcasters, San Angelo.

Same time Commission granted power increase from 1 to 5 kw on 630 kc to KOH Reno, Nev., and authorized changes: WJMS Ironwood, Mich., from 1450 kc 250 w to 630 kc 1 kw directional; WMFD Wilmington, N. C., from 1400 kc 250 w to 630 kc 1 kw directional, and KVCV Redding, Calif., from 1230 kc 250 w to 600 kc 1 kw directional. Commissioner Durr was for hearing on WJMS.

Ownership new grants:

Yakima Broadcasting Corp.—Robert F. McCaw, sales department KRSC Seattle, president and general manager; Tom Olsen, owner KGY Olympia, Wash., secretary-treasurer; J. Elroy McCaw, president and half-owner KELA Centralia, Wash., and 45% owner KPOA Honolulu, vice president. Each third owner.

San Angelo Broadcasters—Partnership: E. H. Rowley (20%), 40% owner Metropolitan Houston Broadcasting Co., Houston AM applicant, and 60% owner Texas Gulf Broadcasting Co., Corpus Christi applicant; Glenn McLean (20%), 40% Metropolitan Houston and 5% Texas Gulf; James A. Clements (20%), quarter-owner KDLK Del Rio, Tex., sixth-owner KIOX Bay City, Tex. 10% Metropolitan Houston and 5% Texas Gulf; L. M. Rice (7½%), 10% Metropolitan Houston and 5% Texas Gulf; F. M. Dowd (7½%), president-treasurer Robb & Rowley United Inc., theatre chain operator; Joe H. Torbett (10%), quarter-owner KDLK.

THREE FM OUTLETS AUTHORIZED BY FCC

THREE CLASS A FM conditional grants in Illinois to The Copley Press Inc., publisher of dailies, announced by FCC Friday along with Class A grant to Berkeley, Calif., and three Class B authorizations to existing AM operations.

The grants and ownership:

Aurora, Elgin and Joliet, Ill.—The Copley Press Inc., all Class A facilities. Copley Press headed by Ira C. Copley, board chairman and 99.4% owner common stock as well as trustee for family controlling 100% preferred. Firm publishes dailies: "Aurora Beacon News," "Elgin Courier News," "Joliet Herald News," "Illinois State Journal." Mr. Copley 49% owner WCVS Springfield (also holder FM Class B permit) and controls firms publishing dailies in Culver City, Monrovia, Redonda, Alhambra, San Pedro, Glendale and San Diego, Calif. FM requests pending latter three cities. **Berkeley, Calif.**—E. Ogden Driggs, Class A. Radio engineer; had Army Signal Corps service. **Binghamton, N. Y.**—Southern Tier Radio Service Inc., Class B. Licensee WINR. **Washington, Pa.**—Washington Broadcasting Co., Class B. Licensee WJPA. **Eau Claire, Wis.**—Central Broadcasting Co., Class B. Licensee WEAU.

WAIT FM RULING

WAIT Chicago, only Chicago FM applicant given proposed denial by FCC [BROADCASTING, March 17], granted permission to amend application and apply for one of Chicago's three "reserved" FM channels, Commission said Friday. Action may make oral argument on proposed grants unnecessary. WSBC Chicago objected to channel it was assigned but reportedly would withdraw exceptions if it gets satisfactory assignment as result of nationwide channel reallocation plan issued since Chicago decision.

LICENSE RENEWALS granted Friday by FCC to WWJ Detroit, to May 1, 1950, and WFIL-FM Philadelphia, to May 1, 1948. Commissioner Durr for further WWJ inquiry and hearing WFIL-FM. License extension for 60 days given WOWO-FM Fort Wayne, Ind.

NETWORKS TO CONSIDER PROGRAM, COMMERCIAL POLICY

NBC executive reported Friday that details of proposed changes in program and commercial policy presented at recent meetings with stations would be explored with other networks, inference being that network-wide program is sought.

Suggestions include reduction of station-break announcements to one an hour, no mysteries before 8.30 p.m., elimination of hitchhikers, limit of three daytime serials in row, and reduction of daytime commercial to nighttime limits.

Nearly all affiliates are reported against plan, with midwest group headed by Harry Bannister, WWJ Detroit, planning to organize opposition.

NEW SUN SPOT FORMULA

NEW METHOD of predicting sunspots developed by National Bureau of Standards scientists in connection with "radio weather" forecasting program, called most accurate yet devised. Extremely high sunspot incidence (115) seen for 1947. As developed by Dr. A. G. McNish and Virginia Lincoln, predictions based on previous 11-year sunspot cycles, from which average cycle is estimated. Radio engineers thus able to select best frequencies.

AMENDMENT RULE EASED

RELAXATION of FCC rule governing petitions to amend applications which have been designated for hearing was announced by Commission Friday. Change, affecting Sec. 1.365(a) and effective immediately, eliminates requirement for accompanying affidavit (on whether or not consideration has been promised in connection with filing amendment petition), except when petition requests change in frequency or power.

NETWORK program Hooperatings to be issued April 30 for period April 15-21 will be comparable with previous ratings despite phone strike, C. E. Hooper Inc. announced Friday. More than 75% of telephone systems in rated cities are dial, hence 75% representation in all samples.

W. W. BLAIR, formerly of NBC Chicago engineering department and ABC station relations, appointed manager of WABX-FM Harrisburg.

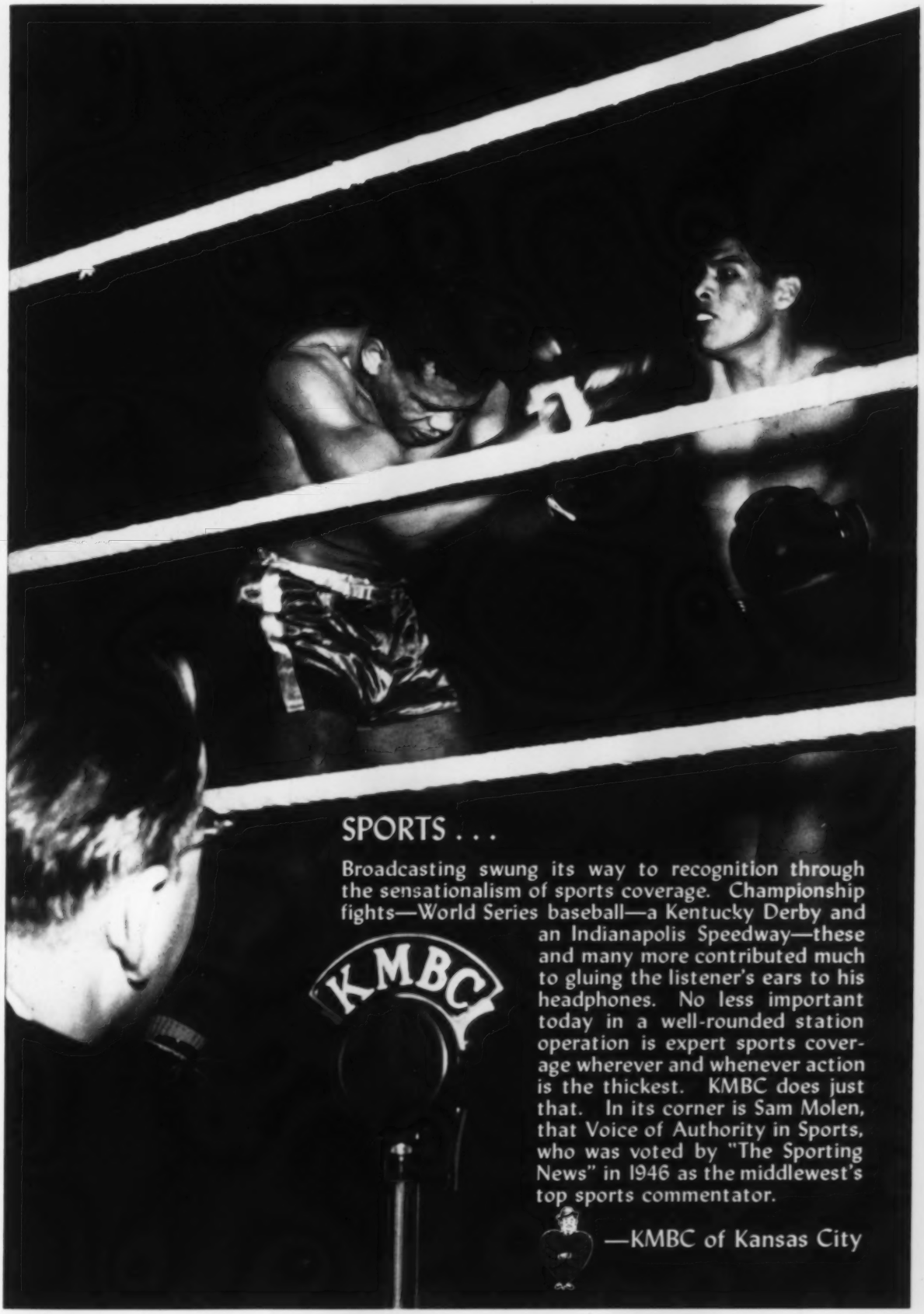
Closed Circuit

(Continued from page 4)

fices Appropriations Subcommittee on 1947-48 budget. Budget hearings due now to start about May 5, specific date not set.

BMI (Canada) Ltd., understood planning expansion of facilities and hiring fulltime staff to handle Canadian musical compositions under new agreement with Canadian broadcasters [BROADCASTING, April 7]. Bob Burton, BMI counsel, again in Toronto conferring with Arthur Evans, BMI (Canada) secretary-treasurer, who holds same position with Canadian Assn. of Broadcasters.

GUESTS to replace Garry Moore on CBS *Jimmy Durante Show* for Rexall when program resumes in fall. Agency, N. W. Ayer & Son. Noxzema Chemical Co., Baltimore, shifts CBS *Mayor of the Town* to ABC in Wednesday slot preceding Bing Crosby about Oct. 1. Agency, Sullivan, Stauffer, Colwell & Bayles, N. Y.



SPORTS . . .

Broadcasting swung its way to recognition through the sensationalism of sports coverage. Championship fights—World Series baseball—a Kentucky Derby and an Indianapolis Speedway—these and many more contributed much to gluing the listener's ears to his headphones. No less important today in a well-rounded station operation is expert sports coverage wherever and whenever action is the thickest. KMBC does just that. In its corner is Sam Molen, that Voice of Authority in Sports, who was voted by "The Sporting News" in 1946 as the middlewest's top sports commentator.

—KMBC of Kansas City